

# Automotive Daily News

PASSENGER

TRUCK

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ACCESSORIES

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## FORCES UNITE FOR OFFENSIVE ON EXCISE TAX

### Motor Car Owners and Manufacturers Arm For Big Fight

By FRANCIS P. DAILY  
WASHINGTON, D. C., Sept. 22.—Motor car owners and manufacturers throughout the country are taking up the fight to compel Congress to repeal the so-called luxury tax on automobiles and accessories.

The time is fast approaching when Representative William R. Green of Iowa, chairman of the House Committee on Ways and Means, and his colleagues will start work on the tax revision schedules. It is expected that by the time the committee actually starts hearings—about the middle of next month—a well planned, concentrated attack against retention of automobile excise taxes will be aimed at the capital from all sections of the country.

In the campaign are numerous organizations through the country which are starting intensive campaigns among their membership to bring pressure on senators and congressmen to enact the tax reduction bill as the most important piece of legislation before the coming session.

The House Ways and Means Committee will have hearty cooperation of Representative Martin B. Madden of Illinois, chairman of the all-powerful Appropriations Committee, which is on record as especially in favor of the appeal of the automobile taxes.

Representative Nicholas Longworth of Ohio, new speaker of the forthcoming Congress, is also strongly committed to the tax reduction program as advocated by President Coolidge and Secretary of the Treasury Mellon.

Since October 4, 1917, motorists have paid in special war excise taxes nearly a billion dollars. This money has been used, not for road improvement or other purposes of direct benefit to the motorist, but has been spent by Congress for general governmental needs.

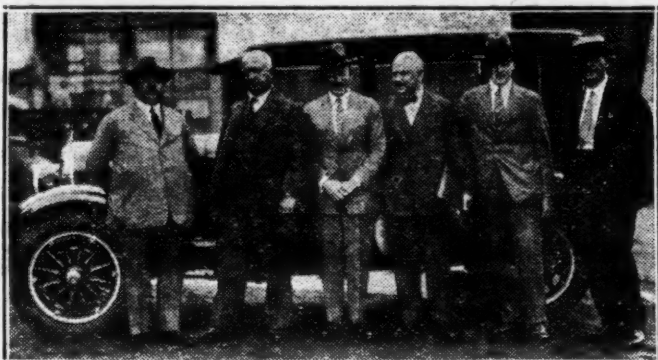
The average automobile sells at retail for \$825. Seven years after the cessation of hostilities a \$29 war tax is still being added to this price. In the meantime, hundreds of manufacturers' commodities have been freed of the special wartime levies.

For the fiscal year 1926 there will be a surplus in Federal revenue of between \$350,000,000 and \$400,000,000 available for tax reduction.

## HUMPHRIES KILLED WHEN RACING CAR TURNS TURTLE

Springfield, Ill., Sept. 21.—Roy Humphries, of Keokuk, Ia., veteran of automobile racing, was killed here Saturday on the Illinois State Fair track. Humphries' car turned turtle and spilled the machines of Paul Clancey, Chicago; Benny Schoaff, Springfield, and Charles Baumann and Homer Ormsby of Indianapolis. The others escaped serious injury, but Humphries died.

**STUDYING AMERICAN METHODS.** Leading German industrialists shown at Chrysler's Detroit plant during visit to auto factories. In party, headed by Felix F. Alberti, automotive engineer, are Herr Neuberg, director general of the Automobile Construction Company; Herr Wuschack, general manager of a bicycle works at Hadeburg; Herr Schondorff, head of largest department store group in Germany.



## U.S. CARS DOMINATE IN SOUTH AMERICA

Detroit, Sept. 21.—South America's need of good roads, in promoting the sale of automobiles, is being somewhat exaggerated, according to Robert Newton Lagow, general representative of the Hupp Motor Car Company in the southern continent. Mr. Lagow is in Detroit after a two years' absence. His headquarters are at Buenos Aires, Argentine Republic.

"In South America the motor car is still a utilitarian vehicle," he said. "The country has no trunk lines radiating out of the principal cities and connecting with other cities, as we have in the United States. The South American, whether a native of Argentina, Brazil or any other country, does not regard the motor car as a transportation factor. In time, good roads will come, I believe."

"In the State of Sao Paulo the roads are excellent, but they are dirt roads; natives bring in the coffee by most primitive modes of transportation. Some day, that section will be a paradise for a truck salesman. In Venezuela the roads are much better; they are the result of the military dictatorships that have been in force during the various Venezuelan revolutions."

"The American motor car is dominating the field in all sections of the continent now. Since the close of the world war the American car has displaced those of European makes."

## Carolina Ford Plant Speeds Up

Charlotte, N. C., Sept. 21.—The Ford Company assembly plant at Charlotte will be speeded up this week to turn out approximately 350 cars daily. While but 700 men have been employed since the plant reopened September 1, after a thirty-day shut down, during which time new machinery was installed, this week will find more than 1,000 men at work.

## HUPMOBILE MAN TOURS

Oakland, Cal., Sept. 21.—E. W. Milburn, manager of the Greer-Robbins Company, San Francisco Hupmobile distributors, is touring the East. He will visit the Hupmobile factory.

## Harder Promoted As Star Official

Oakland, Cal., Sept. 21.—Del Harder has been named production manager of the Star Motor Company plant here, it was announced today. Harder will succeed George R. Scott, who has been named assistant general manager of the Flint Motor Company, Flint, Mich. Harder has been Scott's assistant since the days of the latter's production managership of the Chevrolet factory here and in 1921 came with Scott to the Durant interests in Oakland.

## DE PALMA WINS 100- MILE SPEED EVENT

Syracuse, N. Y., Sept. 21.—Once again Ralph De Palma is crowned king of the dirt track racing pilots and hailed the greatest of all drivers by New York state fair crowds. Sweeping past the judges' stand at better than 85 miles an hour gait to complete the last of his 100-mile journey Saturday afternoon, the veteran Pacific Coast pilot won a decisive victory. He drove a Miller Special.

## NEW AUTO MAGAZINE

Chicago, Sept. 21.—National Motorist is a new magazine just off the press, published by the National Motorists' Association. The first issue gives a review of the work of the association and is replete with stories of interest to motorists. Frank J. Kroulik is editor.

## Ford Predicts Cities of Future Will 'Grow' Heat

Boston, Sept. 21.—The Christian Science Monitor quotes Henry Ford as having prophesied that American cities soon will grow their own fuel and will be heated by electricity.

"The fuel of the future," he is quoted as having said, "is going to come from fruit like that sumach out by the road, or from apples, weeds, sawdust—almost anything. There is fuel in every bit of vegetable matter that can be fermented. There's enough alcohol in one year's yield of an acre of

## Drives Steam Car; Must Qualify As Steam Engineer

Washington, D. C., Sept. 21.—R. P. Lett has a steamer automobile. When he undertook to provide himself with official sanction to run it he discovered that he not only required an auto license tag and an operator's permit, but also a license as a steam engineer. So Lett made application for such a license as a steam engineer. The district commissioners today approved his application and he now is authorized to operate anything from a tea kettle to a locomotive.

## SOUTH EUROPE INVITES EXPORTS

Special to the Automotive Daily News  
Washington, Sept. 22.—In the opinion of Percy Owens, chief of the automotive division of the Department of Commerce, France, Spain, Portugal, Switzerland, Italy, Jugo-Slavia and Greece represent a contiguous group of South European markets which may be considered as a suitable area for concentrated selling efforts by American automobile exporters.

In spite of high customs duties on automobile imports, and a well established domestic industry in at least two of the markets of this group and temporary import restrictions are in force.

Assembly operations, which have been carried on quite extensively within three of the countries during the latter part of this period, must be considered with regular exports in order to get an accurate picture of the amount of American cars and trucks absorbed.

With the exception of the year 1920, when shipments of cars and trucks were abnormally large, there has been a steadily rising volume of cars and trucks going to the southern part of Europe.

"Particularly large increases were made during 1922 and 1923, compared with previous years, and 1924 was ahead of 1923 because of increased exports to Italy, Switzerland and Greece, which more than offset the marked falling off in shipments to Spain."

"Increasing foreign competition seems to have been the most important factor that caused this decline in the case of Spain, as the year 1924 was considered a very good automotive sales year in that market."

## AUTO INDUSTRY CLIMBS TO PEAK OF PRODUCTION

### Detroit Plants Embark On Greatest Quarter In History

Special from A. D. N. Detroit Bureau  
DETROIT, Sept. 21.—Orders for materials, parts, accessories and equipment tire inquiries reveal that manufacturers in the Detroit district will enter the final quarter of 1925 producing a greater number of motor vehicles at this season than ever before in the history of the industry.

Every large plant in the city and in the neighborhood of Detroit is producing virtually at capacity or will extend production to reach this basis by October 1.

Another indication of the great activity in Detroit plants, probably the most reliable of all barometers, are the statistics on factory employment reported by the Employers' Association, representing about two-thirds of all factory workers in the city. The latest report indicates that over 450,000 workers are on Detroit factory payrolls, the largest number ever employed, the association reporting over 250,000 employed by its members alone, which is several thousand more than the previous high mark.

The most healthful of all signs at this time in the automotive world is the tendency of manufacturers to regulate production to meet dealer requirements. While it appears that the previous high mark for annual production of passenger cars and trucks of 4,086,997 reached in 1923, will be easily exceeded this year, probably by as many as 250,000 units, there has not been any discussion among manufacturers regarding this.

The unprecedented demand for cars at this time represents a tremendous increase in the purchasing power of the public, so vast that despite the large production the first eight months of the year, many companies have been unable to fill all dealer requirements. A survey in this district reveals that dealers' stocks are almost as low as at the start of the year, when the stocks on hand were the lowest they had been in two years.

More and more the automotive industry is being taken as an advance index of general prosperity, the tremendous absorption of raw materials stimulating the large number of allied industries. Business leaders and economists have expressed the view that the automotive industry led the present period of general business prosperity and is now benefiting from the great increase in purchasing power due to increased employment the country over and the improvement in the agricultural situation.

The unprecedented demand for cars is aptly demonstrated by more than 200,000 orders received by the Ford company in the 25-day

(Continued on Page 2)



## DURHAM AUTO DEALERS UNITE

### Organize Trade Association—Excise Tax Roundly Scored

Durham, N. C., Sept. 21.—With every local agency except one represented, Durham automotive dealers Friday night organized the Durham Automotive Trade Association. Officers were elected to serve until January 1 and it was decided to hold bi-weekly sessions with the next meeting scheduled October 2 at 1 o'clock at Forest Hills club, the scene of Friday night's gathering.

S. P. Alexander of the Alexander Motor Company was named president and A. M. Worth of the Worth Motor Company was selected as secretary-treasurer. Committees will be announced at the next meeting by President Alexander and a more permanent organization effected.

A resolution adopted at the summer convention of the North Carolina Automotive Trade Association at Wilmington recently protesting against the excise tax on automobiles was passed unanimously. The tax was characterized as discriminatory in that the auto is essentially a means of transportation and all excise taxes on transportation have been repealed, while the tax on parts was branded a tax on misfortune, as the owner has already been penalized by paying for the broken part.

Harry Clendenin, president of the North Carolina Automotive Trade Association, and C. Roberts, secretary-treasurer of the state organization, both of Greensboro, addressed the meeting and aided in perfecting organization of the local association.

"The automotive industry in North Carolina is paying more taxes than all others combined," Mr. Roberts pointed out. "It has less to say and pays more than any other industry because of the lack of organization. Local taxation should be uniform."

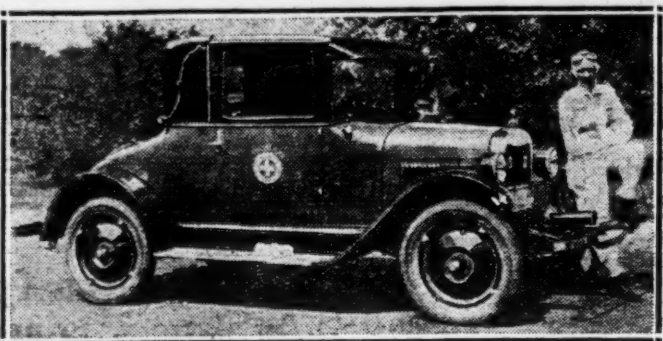
Those present last night included John N. Koontz, Carolina Sales Company; S. P. Alexander, Alexander Motor Company; J. E. Johnson, Five Points Auto Company; William J. O'Brien, Durham Battery and Electric Company; J. C. Michie, Jr., Michie Motor Company; G. L. Lyon, Lyon Motor Car Company; R. W. Smith, Carolina Cadillac Company; A. F. Griggs, Griggs Sales Company; J. Frank Swift, Swift Motor Company; S. J. Nicholson, Nicholson Motor Company; A. M. Worth, Worth Motor Company; J. E. Carpenter, Carpenter Motor Company, and Harry Clendenin, C. W. Roberts and J. H. Monte, Greensboro, North Carolina Automotive Trade Association.

## Moon Producing New Phaeton Five

St. Louis, Sept. 21.—In response to a brisk demand for an eight cylinder touring model, the Moon Motor Car Company now has in production at its main plant the Diana "Arrow Head" phaeton of five passenger capacity, on which deliveries will begin at an early date. In the Diana five passenger "Arrow Head" phaeton a number of unique ideas in body design and finish have been worked out by Moon engineers.

The equipment of the Diana five passenger "Arrow Head" phaeton, which sells for \$1,895 at St. Louis, includes Lockheed hydraulic four wheel brakes, "easy park" cam and lever type steering gear, one piece ventilating vertical windshield, heat indicator on the instrument board and a light control lever on the steering column, a big advantage in night driving. An added feature on the Diana five passenger "Arrow Head" phaeton is the Diana statuette on the radiator cap, which is standard on all Diana models.

FOR SANE DRIVING, Art B. Hickox, speedway pilot, is touring the country in a Chevrolet Coupe. Wherever he goes, Hickox preaches the doctrine of safe driving.



## Citroen to Manufacture His Automobile in England

LONDON, Sept. 21 (U. T. P. S.).—With the announcement that Citroen, the French manufacturer, has leased 14 acres of ground at Slough, near London, it became known that he proposes to erect a group of factory buildings there, and to begin the manufacture of the Citroen line in England.

The plant will employ 5,000 hands. Production will start early in 1926.

This action of the French manufacturer is said to be due to the recent re-imposition of the McKenna import duty of 33 1-3 on imported autos this summer.

With the very doubtful status of the Austin-General Motors deal, and the lack of present knowledge that any American manufacturer will establish in England within the immediate future, it is thought here that the time is especially auspicious for the success of the new Citroen venture, and that the public will welcome the French product.

Work on the construction of the new factory is to begin immediately. It is understood, and while the contemplated production has not been announced, it is known that the employment of a large number of operatives is planned, so it is fair to assume that production will be in considerable volume.

## Truck Companies Lose Legal Fight

St. Paul, Sept. 21.—Motor truck companies in Minnesota operating with a fixed schedule or a fixed rate between points will be denied exemption from state control.

This was indicated Saturday at a hearing before the State Railroad and Warehouse Commission, when representatives of six transfer companies explained why they should not be affected by the law passed by the last Legislature putting common carriers of the motor type under state supervision.

Formal decision will be made public within a few days, according to Ivan Bowen, State Rail Commission member.

It is possible the six companies may be penalized for failure to secure permits to operate.

## SEES EUROPEAN MARKET OPENING FOR U. S. METAL

New York, Sept. 21.—That Europe is a good market for any surplus metals the United States may have is the judgment of Benno Elkan, vice-president of the International Minerals and Metals Corporation, after a three-months survey of conditions abroad.

"Europe is on the mend," declared Mr. Elkan, when he arrived on the United American liner Resolute Thursday. "Once Russia comes in again as a factor in world trade we will be in for a long period of prosperity all over the world."

### COLLECTIONS RISE

Richmond, Va., Sept. 21 (U. T. P. S.).—The collections for August of this year by the Automobile License Bureau of the North Carolina State Department of Revenue showed an increase of \$117,196 over collections by the same bureau for August, 1924.

## Tire Volume Sets New Record For Eight Months

Detroit, Sept. 21.—A survey of the wholesale distribution of tires in the Detroit district for the first eight months of 1925 indicates that the volume of business this year will exceed that of any previous year on record, though running slightly under 1919 and 1920 in dollars and cents, because of differences in price levels.

Leading tire producers are now enjoying the greatest volume of equipment business in history, and it is expected that this condition will continue well into 1926, running parallel to the production of motor vehicles. Equipment business is a large factor in Detroit business, a majority of manufacturers having an equipment division separate from the wholesale branches in Detroit.

A favorable aspect of the tire situation in Detroit is the smallness of stocks being carried by the dealers. The heavy buying of the summer months has reduced stores to below normal. In view of this condition it is believed that the usual seasonal reduction from the sales volume that is looked for at about this time of year will not occur, and that the present rate of selling will be continued well into 1926.

## MINNESOTA TEST CASE ON CHRYSLER INSURANCE

St. Paul, Minn., Sept. 21.—Court proceedings against automobile insurance salesmen alleged to be violating the state laws were begun here this morning. M. F. McKee, sales manager for the E. B. McGill Motor Company, Chrysler dealers, pleaded not guilty, and trial was set for October 1. Insurance policies in the Palmetto Fire Insurance Company are sold with each Chrysler by the McGill Company.

The insurance company has been operating at Summit, N. J., and is not licensed to operate in Minnesota. Mr. McKee also is charged with selling insurance without a license. The action is in the nature of a test case.

## JOHN SCOTT RESIGNS POST AT OLDS WORKS

Lansing, Mich., Sept. 21.—John Scott, for a number of years factory manager of the Olds Motor Works here, resigned today and will leave soon on a trip around the world. Mr. Scott is succeeded by J. J. Carter, who came here some months ago with the new Oldsmobile president, I. J. Reuter, to become assistant factory manager.

## A.A.A. Race Board Moves to Capital

Washington, D. C., Sept. 21.—Hereafter official automobile racing in the United States will be directed from the national headquarters of the American Automobile Association in Washington, General Manager Ernest N. Smith, announced today.

The contest board of the A. A. A. has been removed from Franklin, Pa., to Washington.

"The removal of the contest board to Washington," said Smith, "is in line with the A. A. A. policy to concentrate all its larger activities and all the national departments at national headquarters."

"The work of the board is assuming greater proportions every year for the reason that automobile racing as a great popular sport and as a tremendous asset to the automotive industry in America is making great headway in public esteem."

## 340,000 AUTOS LICENSED IN NORTH CAROLINA

Raleigh, N. C., Sept. 21.—A total registration of 340,000 motor vehicles licensed in the state, or 90 per cent. of the 1924 total, has been reported by Sprague Silver, head of the State Automobile Bureau. Mr. Silver expects the year's registration to run over 400,000.

## TO TAKE SLAP AT EXCISE TAX

### Penn Automotive Association to Convene October 12-14

Harrisburg, Pa., Sept. 21.—Another blow will be dealt the automobile excise tax when the Pennsylvania Automotive Association holds its annual convention in Pittsburgh, October 12-14. Claude S. Klugh, secretary of the association, has announced. An effort will be made to have the convention go on record as opposing the old war measure, and then every effort will be made by the organized dealers' body to have the tax repealed.

An imposing array of speakers prominent in all lines of automotive merchandising is scheduled for the convention. Among the speakers will be C. A. Vane, general manager of the National Automobile Dealers' Association; C. C. Hanch, general manager of the National Association of Finance Companies; Alfred Reeves, general manager of the National Automobile Chamber of Commerce, and W. P. Lewis of the state insurance department. Ben G. Eynon, Pennsylvania registrar of motor vehicles, will talk on automotive legislation. Frederick E. Moskovics, president Stutz Motor Car Company, will speak, in addition to some other prominent manufacturing executive who has not been named as yet. The election of officers will feature the last day's session.

The Pittsburgh Automobile Dealers' Association will have charge of the entertainment of the visiting dealers. One feature which has already been arranged is a frolic aboard a steamer on the night of October 12.

## Lanach Drive to Regulate Lights

North Adams, Mass., Sept. 21 (U. T. P. S.).—Light traps are being set in various parts of western Massachusetts by inspectors from the state department. A standard has been established by State Registrar of Motor Vehicles Frank A. Goodwin and he is insistent that all cars operating within the commonwealth meet this standard.

No arrests are made when an autoist is caught in the trap provided he is able to produce an operator's license, but he is warned specifically to have the focusing done immediately to avoid trouble.

## Auto Industry Climbs To Peak of Production

(Continued From Page One)

period following the introduction of the new models.

This tremendous figure, representing the largest number of unfilled orders ever on the books of the company at one time, was attained while the majority of dealers were exhibiting open car models only. To meet requirements the Ford Company is speeding up production from day to day with the prospect of a schedule of 7,000 daily cars by October 1, and an increase to 8,000 early in the month.

Every unit of the General Motors Corporation is producing virtually at capacity or will attain this basis by the first of the month.

A. R. Glancy, general manager of the Oakland Motor Car Company, has announced that production will be on the basis of 300 cars a day by October 1, virtually at capacity.

The schedule at the various Chevrolet plants has been increased so that the output for the month will be in the neighborhood of 56,000 cars, equaling the largest month's

production in the history of the company.

The Olds Motor Works reports that every department has been placed on an overtime basis and that requirements call for 5,000 coaches and sedans alone for the month of September.

Buick production has been stimulated by the introduction of new models, and it is reported that company has entered the fall season with unfilled orders sufficient to maintain the present high output for some months.

Chrysler has been forced to utilize all factory space and install additional equipment to meet dealer requirements.

The increase in Dodge production from 900 cars a day to 1,100 represents a return to the previous high mark of the year, and is close to the present capacity of the plant.

The Durant Company of Lansing, producing Star and Durant cars, reports that schedule for the month calls for 5,000 cars.

Hudson-Essex production for September will be upward of 30,000 cars. Company is producing at rate of 1,200 cars a day.



# Heavy Demand for Used Cars Not Injuring Sales Movement of New Autos

COLUMBUS, O., Sept. 21.—There are \$500,000 worth of used cars in Columbus, according to an estimate made by a prominent dealer in both new and used cars this week. The list of used cars includes virtually every make, but Fords predominate.

The market, especially of the closed car type, he says, will be very good this year, due to the fact that there is not much unemployment in Columbus, especially among the class of citizens that would invest in an automobile.

Columbus is not a one-industry town. Its activities along commercial and manufacturing lines, are widely diversified. Hence, when one industry suffers a slump it is not generally felt.

The purchase of used cars has been normal and a great many have been taken up by persons not able to purchase new cars. The type of used car purchases and the price paid varies in accordance with the income of the purchaser. Dealers in used cars declare that the same proportion of people buy the higher type of used car as buy the higher type of new automobiles.

Since the closing of the used car exchange there has not been much co-operation in handling used machines. The dealers declare they do not know what the other fellows are doing and it is said that many of the used car men have been selling machines for what they could get for them, regardless of what the standard price was or what the other dealers were getting.

Salt Lake City, Utah, Sept. 21.—On the whole, the used car situation here is quite normal. Here and there dealers may be found who have less used cars on hand than they have had in months. Others are hampered by being heavily overstocked.

There are at least 1,000 used cars on the market here at the present time, and dealers are unwilling to accept in trade cars that they cannot pass on to the public without charging prices that are unfair.

The certified used car market is planning to move to better quarters early in October. In the new quarters one large floor, containing about 9,000 square feet, will be devoted to selling purposes alone with much improved facilities for display.

Louisville, Ky., Sept. 21 (U. T. P. S.).—About 40 per cent. fewer used cars are in the hands of the Louisville automobile dealers than on September 1 of last year.

On September 1, 1924, members of the Louisville Automobile Dealers' Association had 1,051 used cars on hand, as compared to 652 cars on the floors September 1, 1925. Of the present number 325 are Fords, and all the other makes total 327.

Reduction of used-car stocks has been accomplished without any decrease in new car sales. Nearly all of the medium and higher-priced cars have registered a decided gain over the previous year, and all lower-priced cars, with the exception of one make, are leading their last year's totals.

Dealers expect reduced fall sales, due to recent new models and price reductions, to increase used-car stocks to some extent, but the general opinion is that the used-car situation will remain satisfactory.

## USES AIRPLANE TO AID FORD INFLUX

Syracuse, N. Y., Sept. 21 (U. T. P. S.).—The Day Motor Company of this city enlisted the aid of an airplane to get the new model Fords to Syracuse. As a result the Day Motor Company was the first to show the new model Fords, nearly a day ahead of their competitors.

## Autos on Parade Draw Admiration Of 15,000 People

Appleton, Wis., Sept. 21.—An auto parade, participated in by ten local dealers here last week, was used as a means of introducing and exciting interest in the new models of the various cars they handle. It also served to mark the formal opening of the fall automobile season.

Arrangements had been made for a police escort and a large band, which led the long column of some thirty new models and added life and glamour to the show. Most of the machines were loaded with families and business men, according to the purposes for which they were designed.

It was estimated, that 15,000 people lined the streets to watch the parade which, because of the rapidly changing styles in cars, has become as popular here as the fashion parade in Paris.

## Distributor Doings

### A NEW APPOINTMENT

Indianapolis, Ind., Sept. 21.—Harry S. Burke, president of the Burke Cadillac Company, announces the appointment of W. L. Landreth as manager of wholesale and retail sales to succeed Henry L. Stiegemeier. The Burke Cadillac Company distributes the V-type car throughout the state of Indiana.

### LARGE SHIPMENT

Milwaukee, Wis., Sept. 21 (U. T. P. S.).—The largest lake shipment of automobiles was delivered to Milwaukee when the City of Bangor arrived in port from Toledo with 500 Overland and Willys-Knight cars. Part of the shipment was for Milwaukee distributors and a portion to Chicago for Illinois distribution.

### NEW BUSH BUILDING

Los Angeles, Sept. 21.—Ground was broken recently for the new two-story Pierce-Arrow model sales and service plant, to house William E. Bush, Inc., Pierce-Arrow distributors. The firm represents an investment of \$500,000.

## CORWIN-CHURCHILL GETS LARGE STAR TERRITORY

Bismarck, N. D., Sept. 21 (U. T. P. S.).—Corwin-Churchill Motors, Inc., have made negotiations for the Star contract on a large territory out of Bismarck. A strip many miles each way has been brought under their organization. Close to 40 dealers will come to Bismarck for their requirements and an annual distribution of 400 Stars is estimated.

A formal Star opening will be held in the local showrooms upon the arrival of the new Star models now in transit.

### OIL EARNINGS GAIN

Topeka, Kan., Sept. 21.—In a statement issued to the stockholders of the White Eagle Oil Company, C. L. Jolliffe yesterday declared the earnings for the quarter ending June 30 were \$1,002,096. During the same period in 1924 earnings were \$611,378. These figures are before deductions for depreciation, stock depletions and Federal taxes.

REO APPRENTICES—This class of senior apprentices employed by the Reo Motor Car Company have finished six months of their course and have two years more to serve before entering upon journeyman status.



## Draws Record Overland Lot

St. Louis, Mo., Sept. 21 (U. T. P. S.).—To the Burt Overland Company of Memphis, Tenn., goes the honor of having received one of the largest consignments of cars to one particular dealer in the history of the industry, when 240 Willys-Overlands were shipped to the Burt Overland Company from the Willys-Overland factory in Toledo, O. W. L. Burt is the president of the Overland Auto Company of Memphis, and has an order in now for every one of the 240 cars. He made the trip to Toledo to see that the cars were shipped properly, and when the cars arrive in Memphis every owner of his or her car will drive it away from the depot.

## 25,000 Texans See New Fords

San Antonio, Sept. 21.—More than 25,000 people visited the showrooms of the five San Antonio Ford dealers during the week of the showing of the new models, and expressed their approval of the changes in strong terms. This city, being one of the first in the Southwest to show the new cars, turned out in proportion of about one to every two families and thronged the showrooms from the opening last Monday morning until the closing on Saturday night.

### ROAD'S \$30,000 A MILE

Washington, Sept. 19 (U. T. P. S.).—Carefully checked records show the average price of a mile of concrete roadway, 7 inches thick, 18 feet wide, is \$30,000.

## EUROPE FAVORS LIGHTER CARS

Chicago Man Finds U. S. Far Ahead in Auto Industry

Ten years ago Europe led the world in good roads and good automobiles; today the situation is reversed—the United States has the lead, declares Henry Paulman, pioneer Chicago automobile dealer, just back from a two-month tour of the continent. While abroad Mr. Paulman traveled through France, Italy, Switzerland, Germany, Holland and England, motor-ing most of the time. He was a keen observer of automobile conditions in Europe.

"While in Europe just at the beginning of the war 11 years ago the continent was far ahead of us in good roads and fine motor cars," said Mr. Paulman. "The trip from which I have just returned is my first since that time, and I was amazed at the transition. Today the United States leads Europe—and that means the world—in good roads and good cars, for American cars are superior to those of European manufacture."

"The tendency of Europe today is toward smaller and lighter machines. This is undoubtedly due to the sharp turns in the roads, the hills and the mountains. The day of the large heavy car has gone abroad."

"The automobile business in Europe does not compare with the industry in the United States. It is much slower and the reaction after the war has left the general public with no funds for the purchase of automobiles."

for Economical Transportation



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CHEVROLET MOTOR COMPANY, DETROIT, MICH.  
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# Automotive Daily News

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## A Dangerous Idea

UP IN Montreal a device has just made its appearance which has extremely serious potentialities. This ingenious piece of equipment consists broadly of an attachment for the automobile horn, by means of which the horn blows and a red light shows as soon as the car exceeds a speed of twenty miles an hour. The news item in no less an authority than the Automotive Daily News assures us that this interesting device was exhibited at a recent convention of police chiefs and elicited favorable comment.

The device is dangerous, not because it is likely to be generally adopted, but because it lets loose in our already troubled midst an idea which is definitely opposed to efficiency. The best brains in the traffic control field have reached the conclusion that the need is not for slowing up the movements of motor vehicles but for raising the speed with safety. The only solution in sight of urban traffic congestion is to devise means for making higher speeds safe both to vehicles and pedestrians. The systems of control by lights, which are now used in various forms in almost all our cities, have this object in view. It is obvious that if each car can be made to occupy a given space for only half the time it did before, congestion will be cut in half.

Speed, per se, is not dangerous. It is speed without due regulation and precautions thrown around it that causes accidents. Every energy that we have should be devoted to evolving safeguards to make reasonable speed safe. We are gradually finding ways of doing this. The accident toll in proportion to the number of cars in use is decreasing, not increasing. The general adoption of any such device as this Montreal idea would wipe out what we have already accomplished and prevent progress for years to come. It would be a practical return to the days when England compelled every motor vehicle on its highways to be preceded by a man on horseback carrying a red flag.

## Truck Sales Follow the Roads

In the July lists of new motor trucks registered, California is in third place, behind New York and Pennsylvania, states very much more populous and having far greater manufacturing interests. California is very largely an agricultural state. The backbone of its industries go back to the land. The motor truck is supposed to be particularly at home in manufacturing communities. Yet here we have an agricultural state leading such manufacturing communities as Ohio, Michigan and Illinois in the number of new trucks put into service.

The answer lies in California's good roads system, which gives the motor truck a chance to prove its value in agricultural service.

From the South comes news of the invention of an "automobile periscope." To be used, presumably, as the car sinks out of sight in the bottomless gumbo of—well, we'll leave you to guess what state.

Out on the far Pacific Coast there has just been incorporated a company which is going to manufacture "Autoblood." Now that's our idea of a really valuable invention. We are going to arrange a blood infusion from Tommy Milton's Duesenberg into the carburetor of our ancient Pegasus.

Detroit sends out a story proudly announcing that traffic congestion there is worse than it is in New York. Oh, well, take the crash, we'll let the credit go.

In the morning's mail comes a letter from a person unknown, signing himself M. T. Trollee. Disclaiming all responsibility we pass it on: "There, little railroad, don't you cry, you'll be a bus line, by and by."

## BRITISH SEEK SMALLER CARS

### Competition Keen to Meet Demand for Economy

London, Sept. 21 (U. T. P. S.).—The motorcycle and side car has a much bigger vogue in Great Britain than in any other country in the world, but the position of the motorcycle manufacturer is being assailed by the car manufacturer. There has been a steady cutting of prices all around, but the motorcycle manufacturer producing combinations of even the highest class has been able to keep within the price of the maker of the cheapest car.

A sound combination is much to be preferred to a cheap car, especially in the eyes of an Englishman, who is a firm adherent to the principle that, if he buys anything, it must be of such a quality that it will wear well. One or two makers of cars have definitely set out to appeal to the man whose purse is suitable for the motorcycle but who desires something more in the way of comfort and accommodation for his family.

Probably the first step in this direction was the production of a 10 horse power car fitted with solid tires, but equipped ready for the road with dynamo lighting and speedometer and all weather equipment at \$600. Then came a production from the works of the Austin Motor Company, which at that time was the lowest powered car produced in the country, the Austin Seven. Even with such a small engine the power is remarkable, and the makers were justified in reducing the size of the engine. The latest report is, however, that there is to be a further assault by car makers on the motorcycle field, and rumor has it that steps are being taken to market a 5 horse power car. This, it is declared, will be a real car in miniature, and not a mere freak.

## Wisconsin Cuts Speed for Trucks

Madison, Wis., Sept. 21 (U. T. P. S.).—A survey of the new laws enacted by the last legislature here fails to reveal anything radical in motor vehicle regulation, although some of the statutes enumerate new departures in state domination of the automobile traffic. The most important of these details that police officers may not collect fees for any arrests they make on the highways, thus eliminating the "commission" speed cops formerly got for each arrest.

Urban and interurban motor bus operator must submit to regulation by the state railroad commission and must operate on regular schedules approved by the commission. Foreign trucks or motor cars operated for hire must obtain a state license to run in Wisconsin.

The speed of heavy vehicles on state highway is reduced. Trucks weighing three tons or more, including load, may travel at 20 miles per hour if equipped with pneumatic tires. Solid tires on a truck permit it to travel at a rate of speed not to exceed sixteen miles per hour. Trucks weighing over six tons including load are limited to sixteen and twelve miles, respectively, depending upon tire equipment. Vehicles with metal tires may not exceed six miles per hour.

## DOBBIN MEETS WATERLOO IN OLD WATERLOO, IOWA

Waterloo, Ia., Sept. 21.—When Harry Fee opened his new filling station here it was a final blow at the horse and buggy days. The site was the center of the local horse market, and its hitching posts for three decades were known to farmers throughout the country.

## Texas Headlight Law in Darkness

Waco, Tex., Sept. 21.—Seeing through some of the legal entanglements of the Texas headlight testing law recently enacted, is worse than working out a tough cross-word puzzle.

For instance there is a provision in the state law which provides that no state auto license can be issued without first the exhibition of a certificate showing that the lights have been tested.

There is also a provision in the test law that no certificate can be issued unless it bears the state license number.

So, there you are.

A solution for the enigma has been expounded by the local tax collector, who suggests that the word "new" be placed where the highway number is supposed to be, and that just under this the engine number be written.

## Pasadena Theft Bureau Launched

Pasadena, Cal., Sept. 21.—The establishment of an automobile theft bureau has been announced here by the chief of police. With officers detailed to the auto theft bureau the chief thinks many arrests will be made which will tend to check further stealing of cars. Last year, according to police, there were 132 cars stolen, of which 130 were recovered.

## QUITS AERO COMMITTEE

Buffalo, Sept. 21 (U. T. P. S.).—Resignation of C. Roy Keys, Buffalo head of the Curtiss Aeroplane and Motor Corporation, as chairman of the aero committee of the Buffalo Chamber of Commerce, was announced yesterday. Mr. Keys stated that he was resigning the post in connection with the Chamber of Commerce because of his obvious commercial interest in the subject of aviation. John M. Satterfield, former vice-chairman of the committee, was appointed to succeed Keys.

## Coming Automotive Events

- | SEPTEMBER   |  |
|---|--|
| 26-Oct. 3.—Oklahoma City, Okla. Annual State Fair and Exposition.                                     | 12—Salem, N. H. American Automobile Association race.  |
| 28-Oct. 3.—Hotel Winton, Chicago, National Safety Council, Fourth Annual Safety Congress and exhibit. | 12-14—Pittsburgh, Pa. Pennsylvania Automotive Association convention.  |
| 28-Oct. 3.—Fresno, Cal. Fresno Motor Car Dealers' Association show in connection with fair.           | 13-14—Montreal, Canada. National Association of Automobile Companies convention.   |
|   | 17-Nov. 1—San Francisco, Cal. Fifth annual California and Industries Exposition.   |
|   | 18-31—Salonica, Greece. First annual sample fair.  |
|   | 20-30—Grand Rapids, Mich. Michigan Association of County Road Commissioners and State Highway Department. Building show. |
|   | 20-21—Greensboro, N. C. Carolina Automotive Association meeting.   |
|   | 21-31—Boston. American Welding Society.  |
|   | 24-Nov. 8—Shreveport, La. Auto show at State Fair.   |
|   | 24—Charlotte, N. C. A. A. A. race.   |
|   | 29-Nov. 7—London, Eng. Annual truck show.  |
| OCTOBER   |  |
| New York City. Society of Automotive Engineers. Aeronautic meeting.                                   |  |
| 1-7—Coliseum Bldg., Salt Lake City, Utah. Auto show at State Fair.                                    |  |
| 1-10—Tulsa, Okla. International Petroleum Exposition.   |  |
| 3-13—Buenos Aires. Pan Road Congress.   |  |
| 5-9—Young's Million Dollar Pier, Atlantic City. American Electric Railways.                           |  |
| 5-10—Danbury, Conn. Auto show at State Fair.  |  |
| 7—Tulsa, Okla. Mid-Continent Oil and Gas Association.   |  |
| 7-10—Montreal, Canada. Motor and Accessory Manufacturers' Association. Fall convention.               |  |
| 8-17—London, England. Olympia Passenger Car Show.   |  |
| 10—Chicago. Chicago Automotive Trade Association. Used car show.                                      |  |
| 10—Laurel, Md. American Automobile Association race, at Biltmore - Washington Speedway.               |  |
| 10-17—Boston. World's Rubber and Tropical Exposition.   |  |
| 10-25—Dallas, Tex. Dallas Automotive Trades Association show at State Fair.                           |  |
| NOVEMBER  |  |
| New York City—Society of Automotive Engineers, service engineering meeting.                           |  |
| 5-7—Chicago, Ill.—Annual convention and show.   |  |
| 7-15—Sao Paulo, Brazil—Automotive exposition.   |  |
| 9-14—Chicago, Ill.—Convention and show, Automobile Equipment Association, Coliseum.                   |  |
| 9-14—San Francisco, Cal.—All-Western Road Show.   |  |
| 12-13—Philadelphia, Pa.—Society of Automotive Engineers, automotive transportation meeting.           |  |
| 12-13—Des Moines, Ia.—Iowa Automotive Merchants' Association convention.                              |  |

## START BATTLE ON INSURANCE

### New York Automobile Association Splits on Issue in Court Suit

Corning, N. Y., Sept. 21 (U. T. P. S.).—Although dissension has crept out in the membership of the New York State Automobile Association over the proposition to finance two mutual insurance companies organized under the so-called "Brown plan," neither those officers who favored it, or those clubs which proposed it, took decisive action until this week.

Recently President Fred P. Smith of the Hornell Association filed suit in Supreme Court to prevent President Oscar J. Brown of the state association and fourteen other officers and members of the executive committee from expending any funds of the association for promotion of the insurance companies. Return of \$1,500 from association funds alleged to have been illegally appropriated to further the plan is also demanded. Others are named in the papers.

Smith represents a large group of member clubs not in sympathy with a mutual insurance project. The companies were organized under President Brown's initiative at a meeting of the executive committee without a dissenting vote.

The corporate titles of the companies authorized were the New York State Automobile Mutual Casualty Company and the New York State Automobile Mutual Fire Insurance Company.

October 12 and 13 the annual meeting of the state organization will be held at Lockport. The insurance question is expected to be the principal topic of discussion at that meeting.

## BUSINESS RUSHING

Trenton, N. J., Sept. 21 (U. T. P. S.).—The Combination Rubber Company has been compelled to engage extra tire and tube makers to take care of a great amount of extra orders. The concern announces that it has enough orders on hand to keep the factory operating night and day for at least four months.



# Financial News of the Automotive Industry

## HUDSON EARNINGS SET NEW RECORD

### Phenomenal Revenue Attributed to Ability Of the Management

New York, Sept. 21.—The Hudson Motor Car Company's report for the third quarter of its fiscal year, preliminary figures on which were published in these columns in Monday's issue, is a spectacular indication of the remarkable earning power of well managed automobile companies, even under present highly competitive conditions in the industry. Although Hudson has made several price reductions during the last year, earnings continue to pile up at a phenomenal rate as the company's output of cars increases.

The third quarter net of \$6,926,554 is equal to \$5.24 a share on the 1,320,050 shares of capital stock. It brings net for the first nine months to \$16,722,260, or \$12.66 a share, which is more than double the per share earnings of the entire preceding fiscal year, when net was \$8,003,624, or \$6.11 a share.

#### More Spectacular Side

There is, however, a more spectacular side to Hudson's earnings when considered in connection with the company's invested capital. The balance sheet on November 30 showed total assets of \$33,504,118, of which approximately \$26,703,043 represented the company's net assets after deducting liabilities including reserves. The company as of that date held \$6,000,000 of United States Treasury notes as outside investments. The net assets employed directly in automobile manufacturing at the end of last year were, therefore, \$20,700,000.

Earnings of \$16,722,260 in the last nine months equal more than 80 per cent. of the net assets employed at the beginning of the year. On the basis of the present outlook, Hudson for its entire fiscal year will show net earnings exceeding the amount of assets employed, according to Dow, Jones & Co. In other words, the company in the current year will earn more than \$100 for every \$100 actually invested in its business at the beginning of the year.

Hudson began business in 1909 with \$18,000 of paid-in capital. Its expansion has been largely financed from earnings. From this modest beginning its total assets have grown to over \$30,000,000 after paying out to stockholders nearly \$15,000,000 in dividends.

#### What Report Showed

Hudson Motor Car Company reports for quarter ended August 31, 1925, net income of \$6,926,554 after depreciation, Federal taxes and other charges, equivalent to \$5.24 a share earned on outstanding 1,320,050 shares of stock. This compares with \$5,968,783, or \$4.52 a share, in preceding quarter, and \$2,316,496, or \$1.75 a share, in third quarter of previous fiscal year.

Net income for nine months ended August 31 was \$16,722,260, equal to \$12.66 a share, against \$6,317,469, or \$4.78 a share, in same period of previous year.

## Automotive Exports To Japan Increase

Washington, Sept. 21.—Automobiles, trucks, tires and gasoline account for a substantial part of the increase in American exports to Japan. The figures for the current year are not available, but the Trade Record of the National City Bank cites evidences of a very healthy gross in the exportation of these and other products to the country.

## Week's Range of Automotive Stocks

### NEW YORK STOCK EXCHANGE

	Sales	High	Low	Last	Change
Ajax Rubber	15,900	12 1/2	11 1/2	11 1/2	- 1/2
Allis-Chalmers	12,500	90 1/2	88 1/2	88 1/2	- 1 1/2
Allis-Chalmers pf.	600	108 1/2	108	108 1/2	+ 1/2
American Bosch Magneto	35,500	41	34 1/2	37 1/2	+ 3 1/2
Briggs Manufacturing Co.	18,100	27 1/2	26 1/2	26 1/2	+ 1
Chandler Motor	35,500	29 1/2	27 1/2	28 1/2	+ 1
Chrysler City	148,500	168 1/2	148 1/2	158 1/2	+ 7 1/2
Dodge Bros. A.	63,100	30	28 1/2	28 1/2	+ 1/2
Dodge Bros. pf. 7	27,300	89	86 1/2	88 1/2	+ 1 1/2
Fifth Ave. Bus	100	16	15	15	- 1/2
Fisher Body	28,900	91 1/2	88 1/2	91 1/2	+ 1 1/2
Flak Rubber	218,900	25 1/2	22 1/2	24 1/2	+ 1 1/2
Flak Rubber 1st pf.	500	110	109 1/2	110	+ 1/2
Gabriel Stamb A.	8,800	36 1/2	34 1/2	34 1/2	+ 1/2
Gardner Motor	27,100	12 1/2	10 1/2	11	+ 1/2
General Motors	253,800	102 1/2	96 1/2	103 1/2	+ 5 1/2
General Motors 5% deb.	204	98 1/2	96 1/2	98 1/2	+ 1 1/2
General Motors pf. 7 1/2	2,500	112	112 1/2	112 1/2	+ 1/2
Glidden Co.	52,800	24 1/2	22 1/2	24 1/2	+ 1 1/2
Goodrich (R. F.) 7 1/2 pf.	28,100	62	62	62 1/2	+ 1/2
Goodrich (R. F.) 7 1/2 pf.	400	100 1/2	98 1/2	98 1/2	+ 2 1/2
Goodyear Tire 7 1/2	6,500	106 1/2	105 1/2	105 1/2	+ 1 1/2
Goodyear Tire prior pf. 8 1/2	400	107 1/2	105 1/2	105 1/2	+ 1 1/2
Hayes Wheel	10,100	42 1/2	41	41 1/2	+ 1/2
Hudson Motor	146,700	82	64 1/2	79 1/2	+ 14 1/2
Hupp Motor	91,300	22	20 1/2	21 1/2	+ 1 1/2
Indian Motorcycle	6,100	24	20 1/2	22 1/2	+ 1 1/2
Indian Motorcycle pf.	14,000	9 1/2	8 1/2	8 1/2	- 1/2
Jordan Motor	290	79	77	79	+ 1 1/2
Kelly-Springfield	13,600	44 1/2	41	44 1/2	+ 1 1/2
Kelly-Springfield pf.	16,400	19 1/2	17 1/2	18	+ 1 1/2
Kelly-Springfield 1st pf.	400	66	64	64	- 1
Kelsey Wheel	200	92	92	92	+ 1/2
Keystone Tire	18,300	114	96	109 1/2	+ 12 1/2
Lee Rubber & Tire	1,300	2	2	2	+ 1/2
Mack Trucks	3,400	16 1/2	15 1/2	15 1/2	+ 1/2
Mack Trucks 1st pf. 7 1/2	67,900	218	206	217 1/2	+ 4 1/2
Mack Trucks 2nd pf. 7 1/2	500	218	206 1/2	206 1/2	+ 3 1/2
Mack Trucks 1st pf. 7 1/2	600	112 1/2	104 1/2	109 1/2	+ 1 1/2
Mack Trucks 2nd pf. 7 1/2	200	104 1/2	104 1/2	104 1/2	+ 1 1/2
Moore Motors	20,500	37	34 1/2	35 1/2	+ 1 1/2
Motor Wheel	28,800	43 1/2	41 1/2	42 1/2	+ 1 1/2
Mullins Body	42,300	34	30 1/2	33 1/2	+ 2 1/2
Murray Body	400	16 1/2	15 1/2	15 1/2	+ 1 1/2
Nash Motor	3,200	35 1/2	31 1/2	31 1/2	+ 1 1/2
Packard Motor C.	1,400	475	440	474 1/2	+ 35 1/2
Pierce-Arrow	217,400	42 1/2	39	43 1/2	+ 4 1/2
Pierce-Arrow 1st pf.	16,900	23 1/2	21 1/2	21 1/2	+ 1 1/2
Pierce-Arrow 2nd pf.	165,500	42 1/2	40 1/2	42 1/2	+ 1 1/2
Pierce-Arrow prior pf.	16,800	92 1/2	88 1/2	92 1/2	+ 1 1/2
Reynolds Spring	100	210	210	210	+ 10
Spicer Mfg.	37,200	87 1/2	83 1/2	87 1/2	+ 5 1/2
Spicer Mfg. 1st pf.	144,800	35 1/2	30 1/2	34 1/2	+ 3 1/2
Spicer Mfg. 2nd pf.	400	106 1/2	105 1/2	106 1/2	+ 1 1/2
Stewart Warner	35,000	75 1/2	72 1/2	75 1/2	+ 1 1/2
Stromberg Carburetor	5,800	75	71 1/2	74 1/2	+ 3 1/2
Studebaker	302,500	57 1/2	54 1/2	57 1/2	+ 1 1/2
Studebaker pf.	400	120 1/2	118	120 1/2	+ 4 1/2
Timken Roller Bearings	49,100	46 1/2	45	45 1/2	+ 1 1/2
U. S. Rubber	67,500	60 1/2	57 1/2	58 1/2	+ 1 1/2
U. S. Rubber 1st pf.	2,300	105 1/2	104	105 1/2	+ 1 1/2
White Motor	121,600	98	92 1/2	98	+ 2 1/2
Willis-Overland	576,100	28 1/2	25 1/2	26 1/2	+ 2 1/2
Willis-Overland pf.	6,700	111 1/2	108 1/2	111	+ 2 1/2
Wright Aero	7,400	20 1/2	19 1/2	20 1/2	+ 1 1/2
Yellow Cab Mfg.	8,800	42 1/2	42 1/2	42 1/2	+ 1 1/2

### NEW YORK CURB MARKET

Auburn Auto	1,000	45 1/2	46	42 1/2	- 3 1/2
Brill (J. G.)	750	142 1/2	139	142 1/2	+ 1
Checker Cab Mfg.	100	6	6	6	+ 1/2
Cleveland Motors	17,600	26	22 1/2	23	+ 1/2
Curless Aero & Mach.	3,600	18 1/2	16	18 1/2	+ 2 1/2
Du Pont Motors	49,100	50 1/2	48 1/2	50 1/2	+ 1 1/2
Durant Motors	24,100	15 1/2	13 1/2	15 1/2	+ 1 1/2
Electric Auto Lite	5,075	76	68 1/2	75	+ 6 1/2
Fagool Motor	70,000	14 1/2	11 1/2	11 1/2	- 2 1/2
Federal Motor Truck	1,100	34 1/2	33	33	- 1 1/2
Ford Motor of Canada	50	50 1/2	48 1/2	50 1/2	+ 1 1/2
Franklin Manufacturing	39,800	40 1/2	39	40 1/2	+ 1 1/2
Goodyear Tire	10,200	37 1/2	36 1/2	36 1/2	+ 1 1/2
Intercontinental Rubber	4,300	15 1/2	14 1/2	14 1/2	- 1 1/2
Miller Motor	2,040	206	195	206	+ 6
Reo Motor	9,400	23 1/2	21 1/2	21 1/2	+ 1 1/2
Sieberling Rubber	400	25	23 1/2	25	+ 1 1/2
Standard Motors	100	3 1/2	3 1/2	3 1/2	+ 1 1/2
Stutz Motor Car	22,300	18 1/2	16 1/2	16 1/2	+ 1 1/2
Timken Detroit Axle	900	8 1/2	8 1/2	8 1/2	+ 1 1/2
U. S. Rubber Reclaiming	1,900	5 1/2	5 1/2	5 1/2	+ 1 1/2
Yellow Taxi, New York	2,900	12 1/2	11	11 1/2	+ 1 1/2

## Current Commodity Prices

New York, Sept. 21.—Cables from London reported the rubber market as opening firm, chiefly as a result of a reduction in rubber stocks, which on September 19 totaled 5,225 tons, a decrease of 465 tons from the amount on hand at the end of the previous week. The New York market was fairly active and buyers appeared willing to come into the market more actively than was the case on Saturday. The spot situation was unchanged.

A second advance within two weeks has taken place in pig iron at Chicago, prices now being \$21.50 a ton, Chicago furnace, or a total rise of \$1 a ton. The railroads are figuring importantly in the buying of steel, supplementing the already heavy demand from automotive manufacturers. There is still a tendency toward firmer prices. Railroad orders are piling up. Prospects continue favorable for the operation of mills at the present level or higher.

### STEEL PRODUCTS

Semi-Finished—Gross Tons	
Billets, rolling	\$25.00a26.00
Billets, forging	40.00a42.00
Steel bars (hot rolled)	1.90a 2.00
Plates (hot rolled)	1.80a 1.90
Blue annealed sheets	2.25a 2.30
Black sheets	3.10a 3.20
Auto body	4.20a 4.25
Hands	2.40a 2.50
Cold rolled strip	3.75a 3.80
Hot rolled strip	2.20a 2.30
Pig Iron, Base	18.25a19.00
Eastern Pennsylvania	21.00a21.50

### IRON AND STEEL SCRAP

(Buying prices, f. o. b., New York.)	
Heavy melting steel	\$12.00a13.00
Machinist shop turnings	9.50a10.00
Cast iron borings	9.50a10.50
No. 1 cast scrap	16.00a17.00

### MILL PRODUCTS

Base prices cents per pound, f. o. b. mill.	
High brass sheets	19 1/2a
Copper, in rolls	21 1/2a
Zinc, spot, New York	8.10 a8.15
Lead, spot, New York	9.50 a9.62 1/2
Aluminum, virgin, 98a99%	27 a 28

### SEAMLESS TUBING

High brass	23.75
Copper	24.75

### RODS

High brass (round 3/4 to 2 1/2 in.)	16 1/2a
Copper rods, round	21 1/2a

### RUBBER MARKET

Plantations—	Bid.	Asked.
First latex crepe, spot	94	95
September	93	94
October	84	85 1/2
November-December	78	79

## Motors Still Lead Upswing in Stocks

New York, Sept. 21.—Motor shares were again the outstanding feature of the stock market at the opening today. General Motors reached a new high at 105, up 1 1/2, and Hudson at 84, up 4 1/2. Studebaker was another strong spot in the automobile group, reaching the best levels of the year at 53. In addition to the constructive character of developments outside the market, stocks were stimulated at the start of the week by the rise of industrial and railroad averages into new high ground for the current bull swing at Saturday's close. This proof of the general list's vitality brought a flood of buying orders from all over the country, giving the trading a buoyant tone in the early dealings.

## Rumor of General Tire Melon Denied

Akron, Sept. 21.—Officials of the General Tire and Rubber Company deny rumors that a large stock dividend will be paid in the near future. Asked to account for the meteoric rise of 75 points in the asked price of General common, they declared it to be commensurate with the upward movement of other stocks of the rubber group. In the Saturday trading General common reached a new high for all time and surpassed every other high mark set by a rubber stock. Shares of a par value of \$50 were last sold at \$315, while the asked price was quoted at local brokerage offices at \$350. Last Tuesday's closing sale was at \$350.

A strong rumor of large returns on General securities at the next dividend meeting has resulted in large buying orders. Little stock is available.

## Another Crisis in Rubber Is Foreseen

Akron, Sept. 21.—Predictions are numerous that another acute shortage in crude rubber is approaching. Forecasts of further sharp advances in prices are also being made. Some go so far as to say that the situation which they profess to see developing may reach a point comparable to the crisis of several weeks ago, when the price for preferred goods reached \$1.21 a pound. A meteoric rise is not expected, however, and \$1 is believed to be the maximum that may be expected. Shipping conditions have added to the difficulties. The orders of many companies are overdue. Production is at a high level, and some manufacturers are depending on the spot market.

### PLAN NEW BUS LINE

Washington, D. C., Sept. 21.—According to officials of the Alexandria and Suburban Vehicle Company, a subsidiary of the Washington and Virginia bus service between Alexandria, Va., and Washington, will be established. It is proposed to maintain a twenty-minute schedule, using eleven buses.

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## LARGE DIVIDEND BY YELLOW TRUCK

### Seven Per Cent. Voted As a Part of Plans for Reorganization

New York, Sept. 21.—In announcing that the organization of the Yellow Truck and Coach Manufacturing Company, formed by the merger of the Yellow Cab Manufacturing Company with the truck division of the General Motors Corporation, had been perfected with the election of officers, the fact was revealed by John Hertz, chairman of the board of the new company, that the directors had declared a stock dividend of 150,000 shares of 7 per cent. preferred stock of a par value of \$100 a share. Owners of the 600,000 shares of Class B stock will receive this stock at the rate of one share of preferred for four shares of Class B.

The directors also provided for the issuance of 800,000 shares of common stock to the General Motors Corporation. They also voted to retire the present 6,750 shares of preferred stock at \$100 par value each, all owned by the Chicago Yellow Taxicab Company, Inc. The new stock will be issued October 3.

#### To Expand Output

Mr. Hertz said the company would continue to operate plants at Pontiac and Detroit. "We are at present," he said, "manufacturing at our Chicago plant seven different types of motor coaches, two types of taxicabs, two types of 'Drivervel' cars and several types of one-ton trucks. Production of these vehicles, of course, will be on a much larger scale. In our Pontiac plant we shall manufacture a line of heavy duty trucks, ranging from one and a half to seven tons, and tractors ranging up to fifteen tons. We intend to proceed with rather extensive plans to become the largest manufacturer of commercially operated revenue-producing vehicles in the world."

Mr. Hertz issued a consolidated balance sheet of the company as of July 31, showing the assets included: Cash, \$5,660,792; accounts receivable, \$2,967,900; notes receivable, \$1,062,095; cars, trucks, stores, etc., \$11,923,465; land, buildings, machinery, etc., less depreciation reserve, \$9,096,758.

#### Surplus is \$16,044,542

The liabilities included notes payable, \$1,525,000; accounts payable, \$2,212,070; Class B stock, \$6,900,000; common stock, \$3,000,000; surplus, \$16,044,542.

The directors of the company are John Hertz, John Borden, Donaldson Brown, P. L. Emerson, Fred J. Fisher, Leonard S. Florsheim, Harold E. Foreman, Paul H. Geyser, George A. Green, Robert Lehman, Otto W. Lehman, Charles A. McCulloch, P. S. Dupont, John L. Pratt, John J. Raskob, John A. Ritchie, Alfred P. Sloan, Jr.; Otto E. Stoll, Alfred H. Swayne, John R. Thompson, and William Wrigley, Jr.

**W. L. ROWE, INC.**  
FISK BUILDING  
250 W. 57TH STREET, N.Y.  
AND  
Genl. Motors Bldg., Detroit

Manufacturers' Representative  
Automotive Accessories



## NEW DEVICE TO AID AIR PILOTS

### Compressed Air Forces Plane to Safe Angle As Engine Stalls

London, Sept. 21 (U. T. P. S.).—A problem that has been receiving much attention from British aeronautical engineers recently is the discovery of a device that will give pilots warning of stalling. The devices of this nature have been tested recently, but, as in each case the warning is visual, they are not considered satisfactory.

The first device consisted of a vane on the wings which lights a globe in the cockpit when the danger tilt has been reached. The objection is that when the plane is near the ground the pilot's attention is likely to be distracted from the light.

The second apparatus is a horn which sounds at the moment of danger. Authorities say that such a noise is likely to pass unnoticed should be the plane be engaged during the thunder of military operations.

An invention known as the Savage-Bramson anti-stall gear is likely to overcome most of the difficulties, it is believed here. In this case a vane on the wings is used also, together with a cylinder and piston, which brings compressed air to work on the control lever. When the machine is about to stall the vane moves automatically and a push is imparted to the control lever, thus bringing the nose of the machine down to a safer angle. It is claimed for the Savage-Bramson gear that should a pilot become unconscious in the air the machine would come to earth with the minimum chance of a crash.

### FARMERS TO ESTABLISH THEIR OWN OIL STATION

Minot, N. D., Sept. 21 (U. T. P. S.).—Farmers in this vicinity are advocating a farmer-owned oil distributing station, to be located in Minot. At a meeting held a few weeks ago by some of the leading farmers in the district, it was decided that a company be formed and incorporated with a capital of \$25,000. It is their intention to erect a first-class filling station and warehouse. All kinds of oils, greases and lubricants will be handled. The new company will be independent in the fullest sense of the word, they state, as they will buy all their wares on the open market.

#### NEW SALES CHIEF

Detroit, Sept. 21. — Joseph J. Roberts, formerly sales manager of the Herbrand Company, Fremont, O., has been placed in charge of sales in Michigan and Ohio for the entire line of Kokomo products, manufactured by the Kokomo Automotive Manufacturing Company of Kokomo, Ind. The Kokomo line includes windshield wipers, mirrors, transmission linings and checkers, the latter being a device for controlling spring rebound.

#### STAR PROVES HILL CLIMBER

Glendale, Cal., Sept. 21.—A feat which has not been performed before was the ascent, three consecutive times, by a standard Star touring car of Mount McGroarty, one of the noted peaks in the Verdugo hills, which has a 45-degree slant. The stunt was arranged by O. E. Cody, sales manager for the R. A. McLean Motor Sales Company, and drew hundreds of valley people who live in a country where all roads are hilly.

#### BRITISH OIL IMPORTS

London, Sept. 21. — Petroleum imports into the United Kingdom during week ended September 14 were nearly 16,000,000 imperial gallons, against approximately 4,600,000 in the preceding week.

**IN FORD TOUR!** New Fokker F-7, a 10-passenger monoplane recently brought from Holland and assembled at Garden City, L. I. Wing design prevents this ship from sidestepping or spinning. The plane is entered in the Ford Reliability Air Tour.



## CITY MUST PAY STATE GAS TAX

St. Paul, Sept. 21.—Setting a precedent which Minneapolis and other cities of the state will probably have to follow, the St. Paul city attorney has ruled that the city, while it is exempt from paying taxes on city-owned motor vehicles, will have to pay into the state treasury the 2 cents a gallon gas tax which the Legislature voted last winter, and which went into effect in May. The gas tax is a service, not a property tax, he ruled. St. Paul's contribution to the gas tax fund for the year will be in the neighborhood of \$4,000.

### NEW BRITAIN PLANNING FOR BIG AVIATION MEET

New Britain, Conn., Sept. 21.—Twenty planes will fly in an aviation meet to be held in this city on September 26 and 27 under auspices of the Veterans of Foreign Wars, according to an announcement made today by Lieut. Carl S. Dixon of the 118th Connecticut observation squad. This will be the first aviation meet ever held in this city.

The events will include all kinds of stunt and fancy flying, including speed races between army and commercial planes. Major Talbot O. Freeman, state commissioner of aviation, will have charge of a National Guard bombing demonstration.

### URGES USE OF SOAP TO MAKE GLASS USEFUL

Detroit, Sept. 21.—W. C. Randall, chief engineer of the Detroit Steel Products Company, told the illuminating engineers convened here yesterday that, working in conjunction with the department of engineering research at the University of Michigan, he and his associates had found that the efficiency of glass had in many cases been reduced to 1 per cent, because of the accumulation of grime on its surface.

He urged the frequent use of soap and water to promote and prolong efficiency of glass.

### WORN OUT TIRES FIND NEW USE IN ALBANIA

Southbridge, Mass., Sept. 21.—Worn-out automobile tires are converted into shoes and sold for 75 cents a pair in Albania and other Balkan states, according to Eli Christo, Southbridge, who has just returned from a four months' stay in Europe.

Mr. Christo sailed from Boston May 2 for Cherbourg, France, and proceeded to Athens, Salonica and Vellona in Greece and later to Koritsa, Albania, the place of his birth.

#### COMPANY CHANGES NAME

Richmond, Va., Sept. 21 (U. T. P. S.).—The Standard Aircraft Company, which recently was organized at South Boston, Va., has changed the name of the concern to the Southern Aircraft Company, and is engaged in commercial flying at the county fair at Mebane, N. C.

## New Accessories

### Arro-Meter Heat Indicator

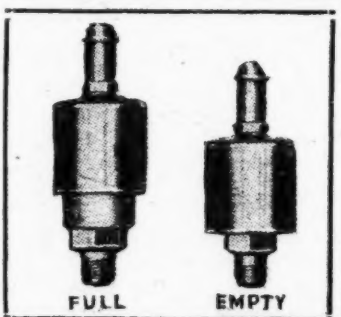


A new engine heat indicator has been introduced by the Bushnell Manufacturing Company, Berkeley, Cal., under the name of the Arro-Meter. It is installed on the radiator cap and an arrow, swinging in an arc, points to the engine temperature.

It is claimed that the position of the arrow can be seen at night as well as in the daylight, since it stands out against a clear opening in the glass. The indicator is finished in nickel with etched dials and heavy beveled glass.

Three sizes are made, Standard, for large cars, listing at \$10; Universal, for medium cars, listing at \$7.50, and Junior, for small cars, listing at \$3.50.

### Critz Automatic Grease Cup



Constant pressure is said to be exerted on the grease in the Critz automatic grease cups, made by the Lathan Company, Inc., 1454 Pine St., San Francisco. This pressure keeps forcing the lubricant into the bearings continuously.

The cups are substituted for the present fittings or cups on a car and are filled with a high pressure gun. Refilling is recommended every 1,000 miles. One size fits all cars.

Price, 60 cents each.

#### JOINS KANT-SKORE COMPANY

Cincinnati, O., Sept. 21.—Announcement was made here today of the affiliation of Robert J. Anderson, former metallurgical engineer, United States Bureau of Mines, and internationally known and recognized for his research work on aluminum and aluminum alloys, with the Kant-Skore Piston Company. He has been retained as consulting metallurgist engineer and will have charge of the metals division of that company.

## Demonstrate New Chemical to Charge Batteries

Bridgeton, N. J., Sept. 21 (U. T. P. S.).—A chemical solution to charge a battery in 20 minutes is being demonstrated for the first time here at the Fair Grounds by a local manufacturing concern, the L. E. Souder & Sons Manufacturing Company, who have named it "Super-ite."

They contend that it also lengthens the life of a battery. Big crowds of auto owners have been attracted by the exhibit, which will continue for the remainder of the week. Another Bridgeton product, heavy duty trucks, are being shown by the Penn Motors Corporation. Officers of the company are all men of years' experience in the business, and they have had unusual success since locating here two years ago. They also build the Pennford two-ton truck.

## Garage Briefs

Canton, O., Sept. 21.—Work has been started on a new garage, to cost \$150,000, by the Mankin Feris Company, distributors of Studebaker motor cars in the Akron territory. The new building will be fireproof, of reinforced concrete, faced with brick and stone trimmed. The building will have approximately 26,000 square feet of floor space.

Spokane, Wash., Sept. 21.—The first basement garage to be installed in this city since the passage of the city ordinance requiring special ventilating systems for such garages is being built by Frank W. Porter of this city and Gilles F. Spiva of California in the Publishers' Building. Ventilator installation will cost about \$1,200. A modern electric blower system, with air ducts under the floor, will change the air completely every 10 minutes. The floor space is 58x165 feet, directly under the Western Auto Supply Company's new headquarters. Live storage, light repairs and servicing will be specialized in by Porter & Spiva.

Somerville, Mass., Sept. 21.—Irving S. Stone of Boston will erect eight stores and a garage for 150 cars in Somerville. The building will be constructed of concrete and brick, 142x150 feet, at a cost of \$100,000. The architect is Fred Norcross of Boston.

Chelsea, Mass., Sept. 21.—Contract has been awarded to C. A.

## NOTED DRIVERS TUNE FOR RACES

### A. A. A. Signs Speed Aces for Fresno— Other Events Listed

Fresno, Cal., Sept. 21.—The 150-mile automobile race at the Fresno District Fair October 3 will be invitational as far as the drivers are concerned. Eight drivers, whose performances this season have been such as to assure strenuous competition, will be signed up by Fred Wagner, official starter for the American Automobile Association.

It is understood that Dr. William E. Shattuc has been signed up as one of the drivers.

Benny Hill, who won the San Joaquin Valley classic in 1922, is a prospective entrant. Harry Hartz, a number of years ago mechanic for Eddie O'Donnell, is one of the picked ones. He won a victory here on September 29, 1923.

Charlotte, N. C., Sept. 21.—Fred Wagner, starter for the Charlotte speedway, has notified Osmond Barringer, manager, that he has already signed up fifteen drivers for the Armistice Day races. Wagner's message to Manager Barringer, wired from Altoona, named the following entries: Hepburn, Wonderlich, Jim Hill, Duray, Shattuc, Devore, Bennett, Hill, Elliott, Spooner, Hartz, Shafer, Comer, McDonough, Hatten, Cooper.

Charlotte has one of the best speed bowls in the country. Manager Barringer says that he expects to have a record breaking crowd on hand for the races November 11.

Temple Company of Boston for a public garage in Chelsea for Francis & Badger Motor Company. The architect is Harold Field Kellogg of Boston. The structure will be of brick and concrete, one-story high, 103x135 feet.

Blair, Wis., Sept. 21.—A. O. Bang is constructing a \$3,000 garage here.

Aurora, Ill., Sept. 21.—B. E. Esser is building an \$80,000 concrete and brick garage building here.

Dixon, Ill., Sept. 21.—A \$15,000 garage building is being completed here by Claude Horton.

## Accessories Record 30 Per Cent Gain Over 1924

NEW YORK, Sept. 21.—Business of automotive parts, accessory and service equipment manufacturers for the first nine months of 1925 ran approximately 30 per cent. ahead of the 1924 period and is expected to continue in about the same ratio for the final quarter of the year, according to a survey just completed by the Motor and Accessory Manufacturers' Association.

A large group of members, some selling their products to the car and truck manufacturers and others to the trade, reported an average gain for the first three quarters of the year of 30 per cent. over the same months of 1924 in the wholesale value of their sales. These companies reported expectations for the final quarter 31 per cent. in excess of the last three months of 1924. The same companies operated their plants during August at an average of 80 per cent. of capacity.

August business of the parts and accessory industry, according to the M. A. M. A., showed a slight de-

cline from July. With January shipments to customers as a basic figure of 100, August volume aggregated 153 as compared with 159 for July and 155 for June.

The index figure for shipments of motors, parts and accessories for original equipment on new cars and trucks was 161 as compared with 165 in July and 164 in June, while the peak month of the year was April, with an index figure of 183.

Replacement parts makers' shipments to the trade in August stood at an index figure of 130, as compared with 152 in July and 129 in June. The index for accessory shipments to the trade was 149 in August and for service equipment business 113. In the two latter divisions August shipments equaled those in July, but were below the June indexes of 172 in accessories and 159 in service equipment.

With car and truck production likely to show no more than a seasonal decline toward the end of the year and with the heavy gains in motor vehicle registrations enlarging demand for replacement parts and accessories, the industry, according to the M. A. M. A., has reason to expect a continuance of prosperity throughout the year.



## OIL INDUSTRY TO HALT WASTE

### Petroleum Heads Blame Over Production for Price Range

Atlantic City, Sept. 21.—Regulation of production in the petroleum industry will solve the problem of violent price fluctuations, in the opinion of authorities who attended the annual meeting here last week of the National Petroleum Association.

Violation of economic laws, principally in the matter of overproduction, has caused the unstable market situation in the past, they agreed, denying that the unreasonable rise and fall of prices was caused by "gasoline bootleggers."

The meeting was attended by representatives of 60 oil companies. Among the notable speakers were Warren C. Platt of Cleveland, editor of the National Petroleum News, and Dr. Joseph E. Pogue, the New York economist.

It was the consensus of opinion that price fluctuations have been due to alternating periods of over production and curtailment, caused by unintentional but general disregard of the law of supply and demand. As a means to curb this failing, it was definitely determined to regulate production in order to keep up prices at an equilibrium through the year.

The delegates unanimously declared that such action is the only real solution of the price problem, which cannot be solved by any arbitrary action on the part of the government.

"The outstanding problem before the petroleum industry today is that of accurate forecasting the market demand for petroleum products and manufacturing only enough for that demand," said Mr. Platt.

"If this is not done we can expect the same chaos in the petroleum market as we have had in the past. If it is done, we can expect reasonable and profitable prices."

"The oil industry has not forecast in the past because it has not had the necessary information. We have poured an unknown quantity of petroleum products into an unknown market, and we poured too much. Today we have the necessary information from the Department of Commerce, at Washington, and other sources."

Last the petroleum industry is surrounded by an array of physical conditions which make it easy to overproduce was declared by Dr. Pogue. "The industry," he said, "is overequipped with refining facilities. It has huge stocks of crude oil in storage, and it has developed an ingenious method of manufacturing gasoline from gas and fuel oil at a cost which permits the synthetic product to undersell straight-run gasoline."

Dr. Pogue said that in 1925, although there was not an excessive supply of refinable crude oil, prices declined because the refineries of the country, regardless of consequences, expanded their operations until they were producing 200,000 barrels of oil daily in excess of market requirements. If the surplus output could not be absorbed, price declines were inevitable, he said.

"The industry," asserted Dr. Pogue, "has not once or twice, but time and time again, transgressed the cardinal economic laws that cannot be broken without exacting inexorable penalties."

### Jewett Wins Trio Of Notable Tests

Detroit, Sept. 21.—A Jewett six made the natives of Sydney, Australia, sit up and gasp, according to advices received by S. D. Bolton, manager of Paige Sales and Service Company, at Detroit. The car did three remarkable things. It climbed in high gear the most difficult hill that could be found within 100 miles of Sydney, where hills are not hard to find; it covered a measured mile in 50 seconds flat, and it won the high-speed contest in the flexibility trials of the Royal Automobile Club of Australia.

The hill that was climbed was Kurrajong Hill, notoriously steep, that had never before been negotiated by a car in high gear. In the flexibility trial the Jewett covered one-fifth mile from a standing start at the rate of 48 miles per hour. The car was driven by L. J. Salmon of Salmon Motors.

### FORD'S PATHFINDER OUT TO BLAZE TROPHY TRAIL

Des Moines, Ia., Sept. 21.—Henry Ford's all metal pathfinder plane, a mammoth Junker monoplane, was here last week on the second leg of its 2,000 miles of trail blazing. The plane is laying out a route to be followed in several weeks by two dozen planes which have been entered in the first airplane reliability tour for the Edsel Ford trophy.

### Sealer Lauds Gas Pump for Honesty

Corning, N. Y., Sept. 21 (U. T. P. S.).—The average gas pump is honest. Sealer of Weights and Measures Joseph B. Skelly, who has tested all makes in all conditions, says the widest variation he has found is a quart and a half in five gallons, but that some are out of adjustment about as much the other way. In his report to the city following a survey of the gas pump, Sealer Skelly concludes that most of them give one what is paid for in measure.

### GETS BATTERY AGENCY

Waco, Texas, Sept. 21.—Exclusive agency for Philco Diamond Grid batteries in Central Texas has been taken over by the Y. J. Smith Battery Company, which started operations on September 14. The firm is located in a new building in the heart of the business district.

### CANADA WILL HAVE THROUGH TRAFFIC RULE

Toronto, Ont., Sept. 21 (U. T. P. S.).—S. L. Squire, deputy minister of highways for Ontario, has announced that a right-of-way rule for through traffic on all provincial highways will come into effect before the beginning of next year. This means that all vehicles must come to a full stop before entering the designated through highways from intersecting roads.

With Hamilton and Windsor already operating the "stop" traffic system on main thoroughfares, and a new application from the city of Guelph for similar authority, the Ontario Department of Highways intends moving practically at once for the institution of that system throughout the whole province, in cities and towns as well as on provincial highways.

### ENTER SUPPLY FIELD

Mexico, Mo., Sept. 21.—J. A. Kirm and W. E. Thorley have entered the automobile supply business here.

LAUNCH STEEL COMPANY Alliance, O., Sept. 21.—With the election of officers and directors, the organization of the Alliance Steel Products Company was completed here today. The concern is erecting a new plant for the manu-

facture of pressed steel forgings for motor cars. David Kendall is president, Homer Kendall vice-president and P. S. Bottomley secretary-treasurer. Other directors are F. E. Henry and Frank Andrews.



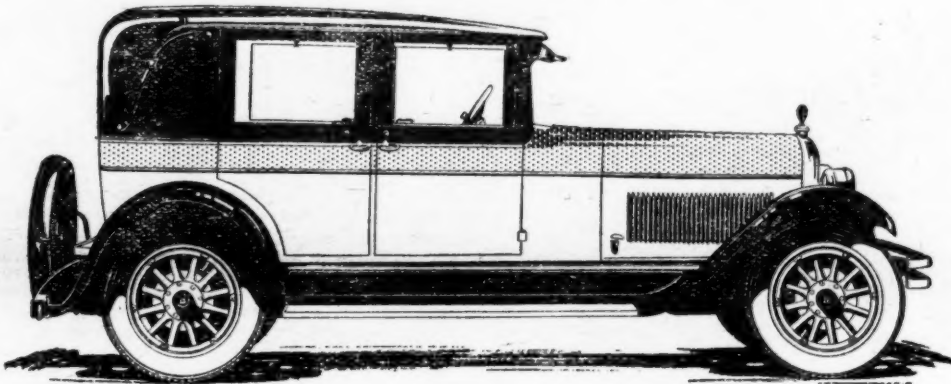
Every enterprising dealer has formulated an opinion as to what constitutes a good tire franchise. Write today for the Hewitt proposition and you will find that Hewitt Tires and the Hewitt Policy will come pretty close to your highest expectations.

HEWITT RUBBER COMPANY

Buffalo.

New York.

## An Opportunity any Business Man Must Consider



### Locomobile's Popular Priced Car

In the Junior Eight Locomobile Dealers and Distributors are finding one of the fastest moving and most profitable lines in the retail or wholesale selling field.

The reputation of Locomobile has laid the ground work and 25 years of leadership has made a market that is rich and ripe.

The Junior Eight is not built to cash in on a reputation—it is built to perpetuate a good name—to make it possible for thousands to enjoy Locomobile quality at a price within their reach.

This means a big opportunity for Dealers who can match Locomobile standards of business methods.

Write or wire for particulars.

LOCOMOBILE COMPANY OF AMERICA, INC.  
Bridgeport, Conn.

Prices f. o. b. Bridgeport, Conn.

TOURING \$1785

ROADSTER \$2150

SEDAN \$2285

BROUGHAM \$2285





## S. C. Trolley Co. Retreats In Favor of Bus Line

Special to Automotive Daily News

COLUMBIA, S. C., Sept. 21.—A survey of transportation in this city has just been completed, indicating that on an average for each day in August 7,417 persons used "jitneys" and other motor vehicular transportation of a public nature, while during the same period the street cars carried an average of less than 5,000 persons daily.

The total number of persons carried by the street cars during August was 150,243.

It is on the basis of these figures that the Carolina Transit Company, Inc., is preparing itself to inaugurate a system of bus transportation in Columbia and eliminate the street cars from the field entirely. The street car company is at the same time anxious to leave the field open to the bus company exclusively, due to the heavy losses that have been sustained by its operation.

In August of this year there was a loss in transportation revenues of the Columbia Railway Gas and Electric Company of \$4,799.86, as compared with August, 1924. The transportation revenues in August, this year, were \$10,618.92, and in August, last year, \$15,328.78.

An analysis of the report shows that the public using public transportation wants it on rubber-tired vehicles.

The bus company plans a definite schedule, with the inauguration of thirty pay-enter city type buses of thirty-passenger capacity.

The new company was chartered two weeks ago, with a capitalization of \$100,000. The president of the company is Major L. W. C. Blalock, prominent South Carolina banker and president of the Palmetto Transportation Company, which operates a fleet of yellow cabs in this city, as well as a half dozen intercity bus lines. Frank H. Gibbs, president of the Gibbs Machinery Company, pioneer automobile distributor, is vice-president. Chester Hawkins, prominent bus operator, is general manager.

### Bus Activities

#### OPPOSE BUS SERVICE

Augusta, Me., Sept. 21.—Opposition from the steam and electric railroad interests and mutual savings banks were voiced at the hearing before the Public Utilities Commission on the application of the Maine Motor Coaches, Inc., to conduct a bus service over eleven routes in different sections of the state. N. H. Bridges, vice-president and general manager of the company, stated that the company proposed to keep the roads open over the proposed routes this winter.

#### ADD SIX COACHES TO FLEET

Akron, O., Sept. 21.—The Akron branch of the International Auto Company reports the sale of six twenty-five-passenger city-type Mack trucks for operation over three routes, totaling an aggregate of twenty-seven miles, in and about Akron.

#### SEEKS FRANCHISE

Leominster, Mass., Sept. 21.—Charles A. Benedict of Fitchburg has asked for the right to operate buses through the city of Leominster.

#### TO MOVE NEWSPAPERS

Manchester, N. H., Sept. 21.—The use of buses for transporting newspapers was one of the principal discussions at the mid-year convention of the New England Association of Circulation Managers in session at the Carpenter Hotel.

#### LONG-HAUL BUSES

Green Bay, Wis., Sept. 21.—L. A. Sachs, director of transportation at the Union Bus station and head of the De Luxe Motor Coach lines, is negotiating for the delivery of another 30-passenger yellow coach to be run between Green Bay and Wausau, a distance of 105 miles.

## WISCONSIN TO GUARD LIGHTS

Madison, Wis., Sept. 21.—With the establishment of a headlight-testing station in Madison, the Wisconsin Industrial Commission Friday announced a state-wide campaign for enforcement of the anti-glare headlight law.

The industrial commission has just completed a series of headlight tests, according to John A. Hoeveler, electrical and illuminating engineer, and it will now concentrate its efforts on cities and villages throughout the state. The commission does not take direct action, but requests mayors, police departments and councils to see that the law is enforced.

Headlights will be tested by a board, the development of Prof. Edward Bennett of the University of Wisconsin. The board has four windows, located at different heights and certain distances apart. Behind these windows are lights. When the headlights of the car are focused upon this board, the following results occur:—

If the headlight is in focus and correct, the board will appear a single flood of light.

If the headlight is too weak at any point, the window at that point will show up bright on the board.

If the headlight is too strong at any point, that window will show up black.

"The state law in regard to headlights is workable," declared Mr. Hoeveler, "but it has never been enforced. We mean to see now that it is enforced. We have received hundreds of complaints from out-of-state motorists, as well as local motorists, in regard to the blinding lights in use in Wisconsin. We are going to eliminate this condition by a concentrated drive."

## Govt. Distributes 4,003 War Trucks

Clintonville, Wis., Sept. 21.—Highways in several states will be dotted with F. W. D. trucks made by the Four Wheel Drive Auto Company of this city, due to the generosity of Uncle Sam. The United States War Materials Board had 4,003 of these trucks on hand which were not in use, and they were distributed to states needing them for highway work. Washington received the largest number, 273 in all. Wisconsin, home of the truck, received ninety.

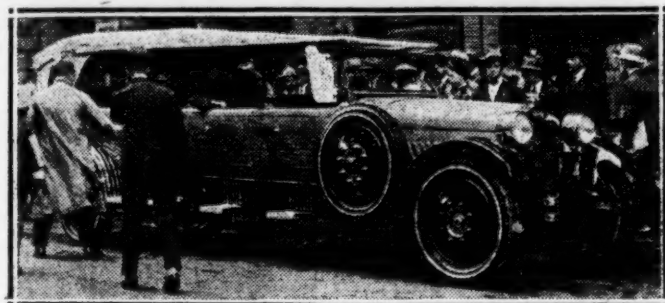
## APPLY FOR BUS PERMIT IN WESTCHESTER COUNTY

White Plains, N. Y., Sept. 21.—Mayor Weeks, members of the common council and other city officials attended the meeting of the county officials held here this afternoon to hear plans of the County Transportation Company, a subsidiary of the New York, Westchester and Boston Railway. Proposed routes of the buses were outlined by officials of the system applying for permits to run their buses in the county.

#### TEMPORARY SERVICE

Richmond, Va., Sept. 21 (U. T. P. S.).—Pending the action of the West Virginia State Road Commission on the matter of a hearing for a permit to operate regularly between Bluefield and Beckley, W. Va., there has been established for the convenience of the traveling public a temporary service.

**NEW SOUTH WALES TYPE**—This bus, made in Australia for the New South Wales Tourist Bureau, is built not only for comfort but for speed as well. There is always a waiting line of would-be passengers.



International Newsreel Photo.

## Defunct Street Cars Reincarnated— Become Homes of Doughty Tourists

TOPEKA, Kan., Sept. 21.—Put out of the running by motor buses, Topeka street cars are now becoming tourists' homes. A. W. Freeman of the Topeka Railway Company has announced the sale of 14 street car bodies to Fred Wise of Lawrence, Kan., who is installing the cars as huts in his tourist camp on the northern edge of Lawrence.

The bodies are being equipped with kitchenettes, let-down beds and tables and will be rented to the tourists who want shelter in all sorts of weather. The tourist camp is being run as an adjunct to the Wise filling station, which abuts on the Victory Highway.

## Finding Many Non-Agricultural Uses for Tractors

Chicago, Sept. 21.—In addition to its agricultural tractor line, International Harvester makes non-agricultural or industrial tractors which are being marketed in many directions.

These tractors are used in road-building and maintenance work, operation of portable sawmills, heavy hauling and in railroad shops.

Many manufacturers, recognizing the ready adaptability of these machines as self-contained power plants for hauling and belt work, are making special equipment to be operated by them in industry, commerce and public works.

The number of uses to which tractors are put is steadily growing. A device operated by a tractor is used by the Pacific Telephone and Telegraph Company for boring holes and setting posts in position, at a great saving in time and labor. Many are used in oil fields. They help construct and maintain golf courses, and pull mowers thereon. Snow removal and sweeping, operation of portable air compressors, special hoists and operation of ferris wheels are other uses found for them.

## NEW YORK CENTRAL TO USE GAS DRIVEN TRAINS

Watertown, N. Y., Sept. 21 (U. T. P. S.).—Gasoline passenger trains closely resembling motor buses will be put in operation on the St. Lawrence division of the New York Central Railroad beginning September 28. It was announced today by Harry Rausch, superintendent of motive power on both the Ontario and St. Lawrence divisions of the railroad.

The gasoline trains will be tried out first on the so-called Cape Vincent branch, running from Watertown to Cape Vincent, a distance of about 20 miles. The trains will also go into service on the DeKalb Junction-Ogdensburg line.

#### TROLLEY QUITS

Columbus, O., Sept. 21.—Service on the Athens-Nelsonville traction line has been discontinued. Desire of the public to ride on rubber has made operation of the traction line unprofitable. The line twice has been offered for sale, but there have been no bidders.

## May Truck All "L. C. L." Freight

St. Paul, Minn., Sept. 21.—Establishment of less than carload motor truck freight service throughout territory of the Great Northern Railway was held as a possibility today by Ralph Budd, president. His announcement is taken by other rail executives to indicate that the Great Northern Railway is planning the most drastic step yet taken by any road to combat the steady inroads made by motor truck operators.

Although no official statement was issued by Mr. Budd, he let it be known that if experiments now being conducted in St. Paul and Minneapolis to determine the cost of motor trucking "L. C. L." freight indicate feasibility of the plan the road will abandon all "L. C. L." shipments by rail.

The Great Northern is at the present time transporting all "L. C. L." shipments from its freight house near the downtown district to the loading yards on the outskirts by motor truck.

## Norway to Try Bus Experiment

Washington, D. C., Sept. 21.—The Norwegian government has decided to make trials with state-operated motor bus lines in order to test the practicability of discontinuing certain small local railroad lines in favor of bus routes. The trial operation is for a period of three years and will be made over three specially designated routes.

The estimated expenditures of the government in connection with these lines are put at \$800,000 crowns for the purchase of equipment and for operating expenses, and about 600,000 crowns for road improvement and construction. The lines are to carry both passengers and freight and will be operated by the Norwegian State Railways.

#### GET BUS PERMITS

Richmond, Va., Sept. 21 (U. T. P. S.).—The following applicants in West Virginia have been granted certificates of convenience and necessity: Wheeling to Liberty, C. C. Ray; Nutters Fort to Stonewall, Monongahela Transportation Company; Richmond to Swiss, C. J. Bell; Hinton to Beckley, Quesenberry Brothers; Keyser to Franklin, Andrew Eye; Harrisville to Cairo, M. K. Duty; Martinsville to Berryville, Blue Ridge Transportation Company, and the City of Morgantown, Johnson & Ream.

## U. S. TRUCKS FIND FAVOR IN SO. AUSTRALIA

### British Firms Incense At Demand for American Products

LONDON, Sept. 21 (U. T. P. S.).—Some sensation has been caused here by the report that the railway department of the Victorian (South Australia) government has decided to place an order for a quantity of auto trucks with an American firm which quoted a price of \$88 more per truck than an English tender received. The reason stated is that the American trucks are of improved design.

A writer in the Commercial Motor, London, discussing the somewhat similar case of public service vehicles from the Australian viewpoint, remarks that omnibus owners with whom he has come into contact in Australia are unanimous in saying that for nice looks and attention to detail in their products the British manufacturers stand alone, but when it comes to longer periods between adjustments and overhauls American products are more suitable.

There are now nearly four times as many American buses as British on the roads in New South Wales, and the springs of the American vehicles stand up much better to the strain than do those of the British, as they are fitted with ican cars cost as much as \$1,500 more than the most expensive British passenger vehicles in Australia, yet the British designs are losing ground.

## TO CONTEST RULING OF VERMONT-NEW HAMPSHIRE

Rutland, Vt., Sept. 21.—Following statements by Secretaries of State Grout of Vermont and Griffin of New Hampshire that the interstate motor vehicle registration law will be enforced to the letter in respect to trucks and buses, motorists in towns along the Connecticut River, which separates the two states, have organized the Automobile Operators' Protective Association to contest the constitutionality of the measure. Frederick H. Perkins of White River Junction, Vt., is president. The two secretaries of state plan to make every motor truck or bus operator who makes more than 20 interstate trips pay a registration fee in the adjoining state.

#### STAGE OPENING

Washington, D. C., Sept. 21.—The Wardman-Justice Motors, Inc., recently merged for the distribution of the Overland and Willys-Knight line, today staged a special opening of their new salesrooms.

#### FORM NEW FIRM

Madison, S. D., Sept. 21.—C. Jones and Jack Albertson have formed a firm to engage in the auto accessory business here.

## Taxi Co. Plays Butter & Egg Role

Topeka, Kan., Sept. 21.—Paying \$10 for \$2 bills has made the despised twos acceptable in nearly all quarters in Topeka, but so far the publicity stunt has cost the Topeka Yellow Cab Company only \$10.

The cab company has been advertising for a week, daily, that \$2 bills bearing certain numbers were worth \$10 if brought to the cab offices. Each day a new \$2 bill has been circulated and its number advertised, but to date only one has been returned and it by a bank clerk.



## INCREASING USE OF AUTO BOOSTS SALE OF TIRES

### Largest Fall and Winter Business in Years Expected

**AKRON, O., Sept. 21.**—A largest fall and winter business in the history of the automobile tire industry is forecast for the coming months by statisticians of the Miller Rubber Company after a period of great activity during the first half of the year.

With the initiation of buses and trucks into constantly widening fields of use and the big increase in the use of commercial cars as compared to passenger cars, the tire industry has gone past the point where it was a seasonal undertaking and is reaching the place where the demand continues unabated throughout the year more than ever before.

Buses and trucks are out in all kinds of weather, on all sorts of roads and under all kinds of conditions. They are used as much in winter as in summer, and they are as likely to need new tires at one time as at another, it is pointed out.

Owners of passenger cars also are learning to rely upon them for winter driving as well as for summer use. Car owners no longer look upon an automobile as a luxury, but as a necessity. They have grown to depend so much on the automobile that anything that prevents its use causes a genuine hardship.

The practice of thousands of persons living in the northern part of the United States to go South in winter, which has been encouraged by the automobile, has raised the total car mileage hundreds of thousands of miles from October to April.

Salesmen and other commercial men have adopted automobiles for making long business trips to such extent, both winter and summer, that the use of the automobile, and necessarily of tires, has become an all-year necessity that knows no season.

### Tire Plant to Turn Out Heels

**Hannibal, Mo., Sept. 21.**—The modern and up-to-date factory building of the defunct Mark Twain Rubber Company, which manufactured Mark Twain automobile tires, has been purchased by the International Shoe Factory Company and will be used by the company in the manufacture of rubber heels for shoes.

The plant, when operated at full capacity, will be able to turn out 1600,000 heels per day, which will be used in the forty-seven shoe factory plants of the International located in various cities throughout the United States.

Much of the machinery used in the manufacture of automobile tires will be used in the making of rubber heels.

### TRIANGLE TIRE LANDS HEAVY FALL ORDERS

**Canton, O., Sept. 21.**—M. C. Wyatt, general manager in charge of operations at the plants of the Triangle Tire and Rubber Company, has returned from Cincinnati and other southern Ohio points, where he was successful in contracting for a big volume of fall tire business. He reports steady operations at this plant will continue indefinitely.

#### WORKING NIGHTS

**Trenton, N. J., Sept. 21 (U. T. P. S.).**—The Pocono Rubber Cloth Company has received so many orders for rubber cloth for automobile tops that it has been compelled to place a night force at work.

### OLD HAWKEYE TIRE CO. GAINS NEW LEASE ON LIFE; IN BUSINESS AGAIN

**Des Moines, Ia., Sept. 21.**—The old Hawkeye Tire Company, which recently went through a receivership, is being revived by John T. Christie, head of the old concern, who becomes president and treasurer of the new Hawkeye Cord Tire Company. Burt Springer is vice-president and secretary.

The plant will take over the old factory and expects to begin manufacture within six weeks of oversize cord and balloon tires.

## Tire Notes

#### RUNNING FULL FORCE

**San Francisco, Sept. 21.**—The Keaton Tire Company's plant here is now running full force. The company expects to continue capacity output all winter, specializing on the non-skid tread.

#### MOVING TO NEW HOME

**Fort Wayne, Ind., Sept. 21.**—The Eight-O-Five Tire Company, of which George E. DeWald is president and manager, is preparing spacious new quarters in a three-story building at 217 East Main St. The structure is being remodeled and the company will soon move from its present location.

#### FISK LEADS IN TAX

**Springfield, Mass., Sept. 21.**—The Fisk Rubber Company of Chicopee Falls leads all other corporations Federal income taxpayers in western Massachusetts, having filed a return of \$472,097.

#### DENMAN CORD CLOSES

**Columbus, O., Sept. 21.**—The plant of the Denman Myers Cord Tire Company, at Warren, O., will be closed for an indefinite period.

#### SWINEHART EQUIPS WHITES

**Akron, O., Sept. 21.**—The Swinehart Tire and Rubber Company recently outfitted 47 new White motor trucks purchased by the city of New York for winter work.

#### SANHICAN QUILTS

**Trenton, N. J., Sept. 21 (U. T. P. S.).**—The Sanhican Rubber Company, organized a few years ago to manufacture reclaimed rubber, has closed its plant.

### Object to Sale Of N. Y. Rubber

**Beacon, N. Y., Sept. 21 (U. T. P. S.).**—Philip McGrory and Albert & Son, Trenton, N. J., objected to the sale of the New York Rubber Company's plant at Beacon, N. Y., to the Tucker Rubber Corporation of Buffalo, N. Y., for \$95,000, claiming that they were willing to bid \$100,000 for the factory. Judge William Bondy in the United States District Court in New York approved the sale to the Tucker Corporation after the receiver had announced that the \$5,000 difference offered by the Trenton interests would not warrant another bidding. Claims of creditors amounted to about \$200,000. The Tucker Corporation will resume operations at the plant at once.

### VULCANIZED RUBBER CO. ERECTS POWER HOUSE

**Morrisville, Pa., Sept. 21 (U. T. P. S.).**—A number of improvements are being made at the plant of the Vulcanized Rubber Company. The company is erecting a modern power house and is installing four new boilers of 250 horsepower each. The building is 60 by 45 feet and is 33 feet in height. When this is completed the old power plant will be transformed into a pumping station for the concern. New railroad sidings and extensions are also being made in the company's yards.

#### HEADS DEAF ALUMNI

**Columbus, O., Sept. 21.**—Kreigh Bayers of Akron, a chemist in the employ of the Goodyear Rubber Company, has been elected president of the Ohio School Deaf Alumni. The association has 709 members scattered in more than 20 states.

### New Vulcanizing Method Is Found

**Canton, O., Sept. 21.**—An announcement of interest to the automotive industry is to be made shortly by R. D. McDowell, president of the India Machine and Rubber Mold Company. The new product is a vulcanizing apparatus designed to cure tires, inner tubes, heels and numerous other articles of rubber. The machine is said to be an innovation in the tire industry as it allows vulcanization of articles other than tires.

## General Tire Fixes 1926 Objective at \$25,000, 000

**Akron, O., Sept. 21.**—Sales volume for 1926 has been set with \$25,000,000 as the minimum, William O'Neill, president and general manager of the General Tire and Rubber Company, told salesmen at the annual conference last Thursday. This total of sales volume will be met not by getting new distributors, but by concentration on the old, Mr. O'Neill said.

Besides O'Neill, other speakers on the program were A. B. Stiller, S. S. Poor, N. F. Smith, C. J. Jahant, W. E. Fouse and C. N. Uhl. The conference was closed with W. G. McCruden of Chicago, N. D. Taylor of Atlanta and J. B. Cudlip of Kansas City answering questions.

Total sales for this year will amount to about \$13,000,000, while additions to the factory will allow production next year to be doubled, salesmen were told.

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# CURRENT PRICES OF PASSENGER CAR MODELS

AJAX—6-cyl. 108 W. B.			
5 Touring .....	\$865	5 Sedan .....	\$995
APPERSON—6-cyl. 120 W. B.			
5 Touring .....	\$1,575	5 Sedan .....	\$2,100
4 Coupe .....	2,050	5 Brougham .....	2,050
APPERSON—Straight 8-cyl. 130 W. B.			
5 Touring .....	\$1,995	5 Brougham .....	\$2,450
4 Coupe .....	2,450	5 Sedan .....	2,595
AUBURN—6-cyl. Model 66. 120 W. B.			
5 Touring .....	\$1,395	5 Brougham .....	\$1,595
4 Sport .....	1,495	5 Sedan .....	1,795
AUBURN—8-cyl. 129 W. B.			
4 Roadster .....	\$1,975	5 Sedan .....	\$2,350
6 Touring .....	1,995	7 Sedan .....	2,550
5 Brom .....	2,250		
BUICK—6-cyl. Standard Six. 114½ W. B.			
5 Touring .....	\$1,150	5 Coach .....	\$1,195
2 Roadster .....	1,125	5 Sedan .....	1,295
4 Coupe .....	1,275		
BUICK—6-cyl. Master 6. 120 W. B.			
5 Roadster .....	\$1,250	5 Coach .....	\$1,395
5 Touring .....	1,295	5 Sedan .....	1,495
BUICK—6-cyl. 128 W. B.			
4 Roadster .....	\$1,495	7 Sedan .....	\$1,995
5 Touring .....	1,525	5 Brom .....	1,925
4 Coupe .....	1,795	3 C. Club .....	1,765
CADILLAC—Standard. 132 W. B.			
5 Brougham .....	\$2,995	5 Sedan .....	\$3,195
4 Victoria .....	3,095	7 Sedan .....	3,295
2 Coupe .....	3,045	7 Imp. .....	3,435
5 Coach .....	2,995		
CADILLAC—8-cyl. Custom. 138 W. B.			
5 Phaeton .....	\$3,250	7 Suburban .....	\$4,285
7 Touring .....	3,250	7 Imp. .....	4,485
5 Coupe .....	4,000	2 Road. (132 WB) .....	3,250
5 Sedan .....	4,150		
CASE—Model X. 122 W. B.			
5 Touring .....	\$1,595	5 Victoria .....	\$2,290
3 Roadster .....	1,570	5 Sedan .....	2,385
5 Suburban .....	2,290		
CASE—Model J. I. C. 122 W. B.			
5 Touring .....	\$1,885	4 Suburban .....	\$2,480
3 Roadster .....	1,840	5 Sedan .....	2,590
5 Sport .....	2,160	5 Brougham .....	2,590
CASE—Model Y. 132 W. B.			
7 Touring .....	\$2,225	7 Sedan .....	2,975
CHANDLER—123 W. B.			
5 Touring .....	\$1,595	5 Sedan .....	\$1,995
2 Roadster .....	1,795	5 Coach .....	1,595
4 Roadster .....	1,785	7 Limousine .....	3,095
CHEVROLET—Superior. 103 W. B.			
2 Roadster .....	\$525	5 Coach .....	\$695
5 Touring .....	525	5 Sedan .....	775
2 Coupe .....	675		
CHRYSLER—6-cyl. 112½ W. B.			
5 Touring .....	\$1,395	5 Sedan .....	\$1,695
5 Coach .....	1,445	5 Brougham .....	1,865
4 Roadster .....	1,625	4 Royal Coupe .....	1,795
CHRYSLER—4-cyl. 109 W. B.			
5 Touring .....	\$895	5 Coach .....	\$1,045
2 Coupe .....	995	5 Sedan .....	1,095
CLEVELAND—6-cyl. 108½ W. B.			
5 Touring .....	\$895	5 Sedan .....	\$1,195
CLEVELAND—6-cyl. 115 W. B.			
5 Touring .....	\$1,095	5 Sedan .....	\$1,695
5 Sport .....	1,295	5 Sport Sedan .....	1,725
5 Coach .....	1,295	5 Sedan De L. .....	1,695
CUNNINGHAM—6-cyl. 132 W. B.			
4 Touring .....	\$6150	2 Sport .....	\$7400
2 Roadster .....	6150	2 Coupe .....	7600
CUNNINGHAM—6-cyl. 142 W. B.			
6 Touring .....	\$6650	5 Cabriolet .....	\$8100
7 Touring .....	6650	7 Town Car .....	8100
6 Limousine .....	8100		
DAVIS—6-cyl. Model 90. 115 W. B.			
5 Phaeton .....	\$1,395	5 Sedan .....	\$1,595
4 Touring .....	1,495	5 Imp. Sedan .....	1,795
4 Roadster .....	1,495	5 Berline .....	1,795
DAVIS—6-cyl. Model 91. 118 W. B.			
5 Phaeton .....	\$1,695	5 Sedan .....	\$1,895
4 Roadster .....	1,795	5 Imp. Sedan .....	2,095
DIANA—8-cyl. 125½ W. B.			
5 Phaeton .....	\$1,895	5 Cabriolet .....	\$2,095
2 Roadster .....	1,895	5 Brougham .....	2,095
5 Sedan .....	1,995	5 De L. Sedan .....	2,195
DODGE BROS.—4-cyl. 116 W. B.			
5 Touring .....	\$875	5 Sedan B. .....	\$1,045
5 Special Touring .....	975	5 Special Sedan B. .....	1,145
2 Roadsters .....	855	5 Sedan A. .....	1,195
2 Special Roadsters .....	955	5 Special Sedan A. .....	1,280
2 Coupe B. .....	960	5 Coach .....	1,035
2 Special Coupe B. .....	1,060	5 Special Coach .....	1,135
DURANT—4-cyl. 109 W. B.			
5 Touring .....	\$810	4 Coupe .....	\$1,090
5 Coach .....	1,050	5 Sedan .....	1,150
ELCAR—4-cyl. 116 W. B.			
5 Touring .....	\$1,095	5 Coach .....	\$1,195
5 Sedan .....	1,395		
ELCAR—6-cyl. 116 W. B.			
5 Touring .....	\$1,295	5 Coach .....	\$1,395
5 Sedan .....	1,595		
ELCAR—8-cyl. 127 W. B.			
5 Touring .....	\$2,165	3 Coupe .....	\$2,315
7 Touring .....	2,265	5 Sedan .....	2,265
4 Roadster .....	2,315	5 Brom .....	2,865
7 Sedan .....	2,765		
ESSEX—6-cyl. 110½ W. B.			
5 Touring .....	\$795	5 Coach .....	\$795
FLINT—6-cyl. Model 40. 115 W. B.			
5 Touring .....	\$1,285	5 Sedan .....	\$1,680
5 Brougham .....	1,760		
FLINT—6-cyl. Model 55. 120 W. B.			
5 Touring .....	\$2,595	4 Coupe .....	\$2,195
4 Roadster .....	1,950	5 Sedan .....	2,285
4 Special Touring .....	2,050	5 Brougham .....	2,735

<b>FORD—4-cyl. Model T. 100 W. B.</b>			
(With starter and demountable rims. Balloon tire equipment \$25 extra.)			
2 Roadster .....	\$345	5 Tudor Sedan .....	\$580
5 Touring .....	375	5 Fordor Sedan .....	660
2 Coupe .....	520		
<b>FRANKLIN—6-cyl. Model 11-A. 119 W. B.</b>			
3 Roadster .....	\$2,750	5 Special Sedan .....	\$3,225
5 Touring .....	2,635	7 Limousine .....	3,275
3 Coupe .....	2,700	7 Cabriolet .....	4,400
5 Sedan .....	3,090	5 Oxford Sedan .....	3,172
<b>GARDNER—6-cyl. 117 W. B.</b>			
5 Touring .....	\$1,395	4 Cabriolet .....	\$1,845
5 Sedan .....	1,595	5 Special Sedan .....	1,895
<b>GARDNER—8-cyl. 125 W. B.</b>			
5 Touring .....	\$1,995	4 Cabriolet .....	\$2,245
5 Sedan .....	1,995	5 Special Sedan .....	2,295
<b>GRAY—4-cyl. Model O. 104 W. B.</b>			
5 Touring .....	\$595	5 Sedan .....	\$845
3 Coupe .....	825	5 Royal Sedan .....	975
<b>HUDSON—Super Six. 127½ W. B.</b>			
7 Phaeton .....	\$1,250	7 Sedan .....	\$1,695
5 Coach .....	1,195	4 Brougham .....	1,495
<b>HUPMOBILE—4-cyl. Model R. 115 W. B.</b>			
2 Roadster .....	\$1,225	2 Coupe .....	\$1,350
5 Touring .....	1,225	5 Sedan .....	1,375
<b>HUPMOBILE—8-cyl. Model E. 118½ W. B.</b>			
5 Touring .....	\$1,795	2 Coupe .....	\$2,095
2 Roadster .....	1,795	4 Coupe .....	2,095
4 Roadster .....	1,895	5 Sedan .....	2,195
<b>JEWETT—6-cyl. 115 W. B.</b>			
5 Touring .....	\$1,320	5 De Luxe Coach .....	\$1,400
4 Roadster .....	1,500	5 Sedan .....	1,680
5 Coach .....	1,245		
<b>JORDAN—8-cyl. 125½ W. B.</b>			
2 Roadster .....	\$2,275	5 Sedan .....	\$2,675
5 Touring .....	2,275	7 Sedan .....	2,925
5 Brougham .....	2,575	7 Suburban .....	3,375
4 Victoria .....	2,475		
<b>JORDAN—8-cyl. 116 W. B.</b>			
2 Roadster .....	\$1,695	5 Sedan .....	\$1,845
<b>KISSEL—6-cyl. Model 55. 121 W. B.</b>			
5 Phaeton .....	\$1,785	5 Sedan .....	\$1,995
7 Touring .....	1,895	2 Enc. Speed .....	2,585
4 Tourist .....	1,985	4 Coupe .....	2,485
2 Speed .....	2,085	5 Victoria .....	2,485
4 Speed .....	2,185	7 Sedan .....	3,285
5 Brom .....	2,485	7 Berline .....	3,385
<b>KISSEL—8-cyl. 137 W. B.</b>			
7 Sedan .....	\$3,085	7 Berline .....	\$3,185
<b>LINCOLN—8-cyl. 136 W. B.</b>			
7 Touring .....	\$4,000	4 Sedan .....	\$4,300
2 Roadster .....	4,000	5 Sedan .....	4,900
4 Phaeton .....	4,000	7 Sedan .....	5,100
5 Coupe .....	4,600	7 Limousine .....	5,300
<b>LOCOMOBILE—6-cyl. "48." 142 W. B.</b>			
4 Touring .....	\$7,460	7 Limousine .....	\$9,500
7 Touring .....	7,460	7 Enc. Limousine .....	10,050
5 Victoria .....	10,050	7 Cabriolet .....	10,300
5 Brougham .....	10,050		
<b>LOCOMOBILE—Junior Eight. 124 W. B.</b>			
5 Touring .....	\$1,785	5 Sedan .....	\$2,285
4 Roadster .....	2,150	5 Brougham .....	2,285
<b>MCARLAN—6-cyl. "S. V." 127 W. B.</b>			
5 Touring .....	\$2,650	5 Sedan .....	\$3,180
2 Roadster .....	2,650	7 Sedan .....	3,280
4 Coupe .....	3,180		
<b>MCARLAN—6-cyl. "T. V." 140 W. B.</b>			
4 Touring .....	\$5,600	7 Sedan .....	\$6,810
7 Touring .....	5,700	7 Suburban .....	7,110
2 Roadster .....	5,400	7 Limousine .....	6,900
4 Coupe .....	6,720	7 Town Car .....	9,000
6 Sedan .....	6,720		
<b>MARMON—6-cyl. 136 W. B.</b>			
7 Touring .....	\$3,295	2 Coupe .....	\$3,295
2 Speed .....	3,295	7 Sedan .....	3,370
5 Phaeton .....	3,295	5 Sedan .....	3,775
5 Sedan .....	3,295	7 Sedan .....	3,850
5 Brougham .....	3,295	5 Sedan limousine .....	3,900
4 Coupe .....	3,295	7 Sedan limousine .....	3,975
<b>MOON—6-cyl. 113 W. B.</b>			
5 Touring .....	\$1,195	5 2-D sedan .....	\$1,595
5 Roadster .....	1,395	5 Cabriolet .....	1,595
5 Coach .....	1,395	5 De Luxe Sedan .....	1,695
5 Sedan .....	1,495		
<b>MOON—6-cyl. 115 W. B. (Newport)</b>			
5 Sedan .....	\$1,815	5 Pet. Sedan .....	\$1,915
<b>MOON—6-cyl. 118 W. B. (Metrop.)</b>			
5 Touring .....	\$1,515	5 Sedan .....	\$1,995
5 Roadster .....	1,615	5 Cabriolet Roadster .....	2,095
<b>MOON—6-cyl. 128 W. B. (London.)</b>			
5 Touring .....	\$1,935	5 Pet. Sedan .....	\$2,540
7 Touring .....	1,935		
<b>NASH—6-cyl. Special. 112½ W. B.</b>			
5 Touring .....	\$1,135	5 2-D Sedan .....	\$1,265
2 Roadster .....	1,135	5 Sedan .....	1,545
<b>NASH—6-cyl. Advanced. 121 W. B.</b>			
5 Touring .....	\$1,375	5 Sedan .....	\$1,485
2 Roadster .....	1,375		
<b>NASH—6-cyl. Advanced. 127 W. B.</b>			
7 Touring .....	\$1,525	5 Coupe .....	\$2,190
4 Victoria .....	2,090	5 Sedan .....	2,290
<b>OAKLAND—6-cyl. 113 W. B.</b>			
5 Touring .....	\$1,025	5 Sedan .....	\$1,195
5 Coach .....	1,095	5 Land. Sedan .....	1,295
3 Coupe .....	1,125		
<b>OLDSMOBILE—6-cyl. 110½ W. B.</b>			
5 Touring .....	\$875	5 Sedan .....	\$1,025
5 Coach .....	950	5 DeL. Coach .....	1,040
5 DeL. Touring .....	980	5 DeL. Sedan .....	1,115
<b>OVERLAND—4-cyl. "91." 100 W. B.</b>			
5 Touring .....	\$495	5 Sedan .....	\$595
2 Coupe .....	625	5 2-Door Sedan .....	695
<b>OVERLAND—6-cyl. 152½ W. B.</b>			
5 Sedan .....	\$895	5 Sedan D. L. .....	\$1,095
<b>PACKARD—6-cyl. 126 W. B.</b>			
5 Touring .....	\$2,585	4 Special Touring .....	\$2,750
4 Coupe .....	2,585	4 Roadster .....	2,785
5 Sedan .....	2,585		

<b>PACKARD—6-cyl. 133 W. B.</b>			
7 Touring .....	\$2,785	7 Sedan .....	\$2,785
5 Sedan .....	2,725	7 Sedan Limousine .....	2,885
<b>PACKARD—8-cyl. 136 W. B.</b>			
5 Touring .....	\$3,750	4 Coupe .....	\$4,650
4 Sport Touring .....	3,900	5 Sedan .....	4,750
4 Roadster .....	3,950		
<b>PACKARD—8-cyl. 143 W. B.</b>			
7 Touring .....	\$3,950	7 Sedan .....	\$5,000
5 Club Sedan .....	4,890	7 Sedan Limousine .....	5,100
<b>PAIGE—6-cyl. 120 W. B.</b>			
4 Phae. ....	\$2,165	5 Sed. DeL. ....	\$2,395
7 Phae. ....	2,165	7 Sed. DeL. ....	2,840
5 Brom. ....	2,395	7 Sub. Lim. ....	2,965
<b>PEERLESS—6-cyl. 126½ W. B.</b>			
5 Tour. ....	\$1,895	5 Sed. ....	\$2,395
5 Coupe .....	2,295		
<b>PEERLESS—6-cyl. 133 W. B.</b>			
7 Tour. ....	\$1,995	7 Sed. ....	\$2,595
2 Spt. Rd. ....	2,195	7 Lim. ....	2,695
<b>PEERLESS—8-cyl. 128 W. B.</b>			
4 Tour. ....	\$2,845	5 Brom. ....	\$3,495
7 Phae. ....	2,895	5 Sed. ....	3,495
4 Coupe ....	3,245	7 Sub. Sed. ....	3,595
5 Coupe ....	3,295	7 Ber. Lim. ....	3,795
<b>PIERCE-ARROW—6-cyl. "80." 130 W. B.</b>			
2 Road. ....	\$2,895	4 Coupe ....	\$3,695
7 Phae. ....	2,895	5 Sed. ....	3,895
4 Tour. ....	3,095	7 Sed. ....	3,995
5 Coach ....	3,150	7 Enc. Lim. ....	4,045
<b>PIERCE-ARROW—6-cyl. "33." 138 W. B.</b>			
7 Tour. ....	\$5,250	7 Sed. ....	\$7,000
2 Road. ....	5,250	7 Lim. ....	7,000
3 Coupe ....	6,800	7 Enc. Lim. ....	7,000
6 Brom. ....	6,800	7 Fr. Lim. ....	7,000
4 Sed. ....	6,900	6 Laudulet ....	7,000
4 Cpe. Sed. ....	6,900		
<b>REO—6-cyl. 120 W. B.</b>			
5 Touring .....	\$1,595	5 Coupe .....	\$1,975
2 Coupe .....	1,495	5 Sedan .....	1,745
5 Sedan .....	1,565	5 Brom .....	2,235
3 Roadster .....	1,665		
<b>RICKENBACKER—6-cyl. 117 W. B.</b>			
5 Touring .....	\$1,495	4 Coupe .....	\$1,695
3 Roadster .....	1,595	5 Sedan .....	1,795
5 Coach .....	1,595		
<b>RICKENBACKER—8-cyl. 121½ W. B.</b>			
4 Touring .....	\$1,915	3 Coupe .....	\$2,095
3 Roadster .....	1,915	5 Sedan .....	2,195
5 Coach .....	1,915		
<b>ROLLIN—4-cyl. 112 W. B.</b>			
5 Phaeton .....	\$1,155	5 Brom .....	\$1,325
3 Coupe .....	1,325	5 Sedan .....	1,456
<b>STAR—4-cyl. 102 W. B.</b>			
5 Touring .....	\$525	5 2-D Sedan .....	\$695
2 Roadster .....	525	5 Sedan .....	775
2 Coupe .....	675		
<b>STEARNS-KNIGHT—4-cyl. 119 W. B.</b>			
5 Touring .....	\$1,595	5 Brom .....	\$2,095
4 Coupe Roadster .....	1,795	5 Sedan .....	2,095
4 Coupe Br. ....	1,895		
<b>STEARNS-KNIGHT—6-cyl. 121 W. B.</b>			
4 Touring .....	\$1,875	5 Coupe Brougham .....	\$2,285
5 Touring .....	1,875	5 Sedan .....	2,475
2 Sport Coupe .....	2,185	5 Brom .....	2,475
<b>STEARNS-KNIGHT—6-cyl. 130 W. B.</b>			
5 Touring .....	\$2,395	5 Brougham .....	\$3,000
7 Touring .....	2,495	4 Coupe .....	2,950
2 Roadster .....	2,495	7 Sedan .....	3,800
5 Sedan .....	3,000		
<b>STEVENS-DURYEA—6-cyl. 138 W. B.</b>			
7 Touring .....	\$7,500	4 Sedan .....	\$10,000
5 Coupe .....	9,000	7 Limousine .....	10,175
<b>STUDEBAKER—Standard Six. 113 W. B.</b>			
5 Phaeton .....	\$1,145	5 Sport Phaeton .....	\$1,255
3 Roadster .....	1,125	3 C. C. Coupe .....	1,295
5 Coach .....	1,195	5 Sedan .....	1,495
3 Sport Roadster .....	1,235	5 Berline .....	1,650
<b>STUDEBAKER—Special Six. 120 W. B.</b>			
5 Phaeton .....	\$1,445	5 Brougham .....	\$1,695
3 Roadster .....	1,395	4 Victoria .....	1,750
4 Sport Roadster .....	1,595	5 Sedan .....	1,895
5 Coach .....	1,445	5 Berline .....	2,120
<b>STUDEBAKER—Big Six. 127 W. B.</b>			
7 Phaeton .....	\$1,775	7 Sedan .....	\$2,245
5 Coupe .....	2,045	7 Berline .....	2,325
5 Brougham .....	2,195		
<b>STUTZ—6-cyl. 120 W. B.</b>			
5 Tourist .....	\$2,395	4 Coupe .....	\$3,050
2 Roadster .....	2,395	5 Sedan .....	3,050
<b>STUTZ—6-cyl. 130 W. B.</b>			
7 Tourist .....	\$3,070	7 Suburban .....	3,985
5 Sport .....	3,035	7 Berline .....	4,015
5 Brom .....	3,785		
<b>VELIE—6-cyl. 118 W. B.</b>			
5 Phaeton .....	1,285	5 Brom. ....	\$1,495
4 Roadster .....	1,650	5 Sedan .....	1,825
<b>WILLIS-SAINTE CLAIRE—6-cyl. 127 W. B.</b>			
7 Tourist .....	\$2,385	4 Sport .....	\$2,800
4 Roadster .....	2,800	5 Sedan .....	3,185
4 Gray G. ....	2,485	7 Sedan .....	3,285
5 Coupe .....	2,985	7 Limousine .....	3,385
<b>WILLIS-SAINTE CLAIRE—"B-68." 8-cyl. 127 W. B.</b>			
7 Phaeton .....	\$2,885	5 Sedan .....	3,885
4 Roadster .....	2,985	7 Sedan .....	3,900
5 Trav. ....	3,085	5 Brom. ....	3,900
4 Coupe .....	3,785	7 Limousine .....	4,035
<b>WILLIS-SAINTE CLAIRE—"C-68." 8-cyl. 127 W. B.</b>			
4 Roadster .....	\$3,185	7 Sedan .....	\$4,100
5 Brom. ....	4,100	7 Limousine .....	4,285
5 Sedan .....	4,085		
<b>WILLYS-KNIGHT—4-cyl. 118 W. B.</b>			
5 Touring .....	\$1,195	5 Sedan .....	\$1,450
3 Coupe .....	1,395	5 Brom. ....	1,595
5 Cp. Sedan .....	1,395		
<b>WILLYS-KNIGHT—6-cyl. 126 W. B.</b>			
5 Touring .....	\$1,750	5 Brom. ....	\$2,095
2 Roadster .....	1,750	4 Coupe .....	2,125
5 Cpe. Sedan .....	2,095	5 Sedan .....	2,295



# Two Mail Folders Bring 1,000 New Customers

## Mail Campaign Gets Results

### Accessory Dealer Devises Novel Type Circulars

THE success or failure of a piece of direct mail advertising usually depends upon three major factors, what you tell, how you tell it, when you tell it. Perhaps the fact that the H. R. Brown Battery and Electrical Company, battery and accessory dealer, Denver, selected a good subject to talk upon each time, and talked it in the right tone and at the right time, is responsible for the unusual success of two folders recently used.

These two folders brought in more than 1,000 new customers—people who had never been to the shop before—within a month after they went into the mails, and Mr. Brown has a right to believe from the manner in which returns still are coming in that the advertising will pull for fully a year, to some degree.

The folders covered the three essential factors in a successful piece of advertising: They told the right thing, in the right way, at the right time.

The keynote of each folder was a card which entitled the holder to four free battery inspections. This offer, coming from H. R. Brown, meant something to the motorist, for it was known that Brown service was good enough to have been built upon a charge basis all along. It naturally created the interest of the recipient at once.

#### What They Were Like

The folders were flat pieces of heavy, colored paper about the size of a regular letterhead. On the inside when folded, contained the principal copy. That of the first folder was directed especially to Ford car owners and was headed "Five Offers to Ford Owners." One of the offers was the free inspection card, another was a special price on tires; the other three consisted of a special Ford Delco ignition system, Stromberg carburetor offer and a Stromberg shock absorber special, respectively. Each offer was in a section by itself and stood out to where it would be seen by the recipient at a glance.

The card was folded into three sections—two folds—and held together by a red seal or sticker. One of the exposed sides was for the address, the other bore the headline, similar to that at the top of the inside sheet. On the side where the address was carried there was a diagonal opening in the surface, about an inch wide and two and one-half inches long. Through this slit could be seen a part of the free battery card—just about enough of it to show the name of the recipient on it. This aroused his curiosity to the extent of opening the folder.

#### Four Free Tests

Opening the folder, it revealed that the free card, about the size of a large business card, attached to the third section of the folder—the section tucked under when the fold was made—and was held diagonally in place by another red seal. The card had the figures 1, 2, 3, 4, in the corners, to be punched by battery man as he rendered service. A paragraph to the left of the card told something of the shop's excellent service and that, although the four tests were free, the company believed they would be profitable, because the customer would keep

## 5 Offers to Ford Owners

To reduce the cost of putting their cars in tip-top condition for their summer trips, including that Fourth of July outing that is now so near.

We're talking price to you now. Then when you get here we'll show you service. All we need to make a friend of you is a chance to show you what you get here—and how quick you get it.

**Mr. Eye Charge**  
We are sending you the enclosed to another page of this paper. If you are a Ford owner, please clip it out and bring it to us. We will advise each repair; or if you need it, we will furnish you a full capacity. Exchanging a rubber case, in exchange for your old one, at \$15—this is \$2 to \$2.50 less than you would pay at a service station for a similar battery. As for quality, it's the best Ford battery on the market. Remember that our service men are real battery experts and will take care of your battery for you as you have never had it done before. Our recharging price on auto batteries of any size is \$1.

**A Real Bargain in a Real Tire**  
For \$4.95 we offer you the Federal Wisconsin—4 ply cord tire that is consistently carrying 4,000 to 4,500 miles on Ford's all over the country. Not a "road test" and not a "road test," but a fine, fully warranted tire that is going to bring you a lot of miles at \$4.95. Tires are sure to advance at least this price to July 15th only.

**New Special Ford Delco \$15.50 Installed Complete**  
A new Delco ignition system for your Ford means greater dependability, lower upkeep. Makes the engine start easier in all weather. Carries all ignition wiring overhead. Makes possible better speed and smoother engine performance. And our price of \$15.50 includes not only the complete set, but all our work guaranteed for ninety days.

**10% to 20% More Mileage from Your Gas**  
We will absolutely guarantee this if you will let us supply your Ford with a Stromberg carburetor. Pay for itself in no time. Our price for carburetor and Hot Spot complete \$15.25 plus \$2 installation charge. Thousands of Ford owners have put on this equipment and are getting amazing distance on every tank of gas. 15 days' trial in satisfaction. Money back if not satisfied.

**Stromberg Shock Absorbers Installed for \$12.50**  
And Your Money Back if Not Satisfied. This new Absorber makes a Ford ride like a Packard. It is oil, water and dust proof. You don't have to keep greasing it or adjusting the amount of friction. You can't possibly lose an offer of your money back if not satisfied—ask them how you would feel riding in a Packard now.

**H. R. BROWN BATTERY & ELECTRICAL CO.**  
Civic Center at Adams—Phone Main 3305-3306

THESE ARE the two folders that proved so effective as business-getters for the H. R. Brown Battery and Electrical Company, Denver. (a) The first folder opened out. It was sent to a list of Ford owners who had not been customers of the store and contained special introductory offers on several accessories, as well as the card which entitled bearer to free battery service. (b) As the two folders looked when received by the prospect. Note the slanting opening through which is visible a part of the card with the name of the recipient showing. (c) The free battery service card which was inclosed in each folder. At each corner is a number, which is punched when the car owner gets his free service.

coming, once he realized the value of Brown service.

That folder went only to Ford owners who had never been to the shop before, so far as records showed.

#### Service Explained

The second one, sent out two or three weeks later, was aimed at all other owners exclusive of Fords who had not previously been to the shop. This was folded like the other, and had the "window" for the card just as did the first. Only the copy differed. Half of the inside sheet was devoted to text in eight and ten point type; the opposite half—running parallel to the small type—was devoted to four major services offered by the company, told in bold headlines. A white space of an inch and one-half divided the text from the headlines; and contrary to the usual layout of an advertisement, the text to which the heading referred was found to the right of the heading, rather than under it.

First to head the list were battery service and repairing. Under the heading were two lines, giving prices. To the right were two or three paragraphs telling about this particular service in detail. The next was ignition,

with a long paragraph opposite, going into detail about the company's ignition service. Then followed something about Stromberg carburetors; Federal and General tires, and tire service.

The folders were mailed out under third class postage, and so distributed that the shop could take care of the new business without undue effort.

"I believe these two folders are the most effective advertising we have ever done," declares Mr. Brown.

#### HAS OWNERS' SCHOOL

The Pacific Coast Nash Company, San Francisco, has opened a "Nash Owners' School," which meets at the company's salesrooms each Monday night when lessons are given in the best way to operate motor cars to obtain both economy and long life. Ted O'Day, assistant sales manager, says there is a big demand by car owners to know what "goes on under the hood," and pride of ownership is stimulated by knowledge of the workings of the car the owner drives.

¶ Tell your story to as many people as possible.

## Business Romances in Our Industry

THE remarkable growth of the Seiberling Rubber Company, Akron, is a real business romance and indicates the opportunities with which the automotive industry abounds. Starting from scratch three years ago, sales rose to a 1924 total of \$8,250,000 and it is expected that this year's gross business will approximate \$14,000,000.

The company was organized by Frank A. Seiberling, former president and founder of the Goodyear Tire and Rubber Company. In building up his personnel he surrounded himself with experienced men so that the tender years of the new concern would have the guidance of wise heads.

"Akron's Million Dollar Baby" is an appropriate appellation that has been applied to the company. It is becoming widely known

throughout the world because of its aggressive merchandising methods.

In large cities throughout the United States, 15 Seiberling branches are maintained and an imposing total of 4,000 dealers have been enrolled in the short space of three years. That the retail representatives like the company and the line is attested by the fact that they will spend over \$400,000 for local advertising in 1925 and that only 1 1/2 per cent. a year change over to other makes.

Two recent products of the company have had a favorable reception—the All Tread tire, which is distinguished by protecting bars of rubber along its sides, and the Tireshape tube, which is pear-shaped in cross-section and is said to conform to the shape of the casing.

## Have New Credit Repair Plan

IN Los Angeles an effective system has been developed for performing repair work on a credit basis. Under the system, the shop doing the work is protected as far as payment goes and the car owner is assured of prices that compare favorably with the figures for cash jobs. It works out like this:—

The owner of an automobile takes his car to a credit repair shop and secures an estimate on the cost of the work to be done. He then agrees to pay for it in thirty or sixty days, according to his ability to earn the amount outside of the regular expenses. The work is done and he takes his car home, but here is where the repair man comes in. He issues an attachment against the car before it is delivered for the amount of the repairs and unknown to the owner holds it until the expiration of the time allotted the owner to pay. If he pays, the attachment is destroyed, but if he does not pay, the attachment is served and the car is taken.

A good feature about the transaction is that the repair man cannot overcharge for the work done on the car, as he has to go in court when the attachment is served and prove that he did the work at a fair price, which shuts off any defense by the owner while at the same time wins the praise of the court as to his fairness in charges made for credit.

The best part of all is that nearly every customer who understands the method, is a booster for this kind of a shop.

## With the House Organs

A new house organ has just made its initial bow under the name of the "Oldsmaker." It is to be published every two weeks by the employees of the Olds Motor Works, Lansing, Mich. Volume 1, No. 1, carries an introductory message from L. J. Reuter, general manager, and its news of the plant and the personnel is attractively presented.

Back of every business that keeps up with the times is an individual who keeps ahead of them.—The Spade, Tide Water Oil Sales Corporation.

## Station Has New Features

A new filling station opened by Erwin C. Hawk recently in Wellsboro, Pa., contains not only individual wings for the comfort of men and women tourists but also a clubroom where men may smoke and read and children are provided with toys and sand beds while mother and the girls may actually take a nap in the heat of the day to break up the long run.

A brilliantly lighted and well stocked accessory store is a part of the station. There is a tourists' information bureau. The gas and oil service is through electrically driven Atlantic pumps. The air, water, gas and oil storage tanks are sunken and are controlled from a separate building in the rear, where the compressed air pumps, water pumps and electric control boards are located.

#### TEN DOLLARS FOR NAMES

The Wright Motor Company, Little Rock, Ark., has been giving away ten-dollar gold pieces to those people who furnish the firm with the name and address of a prospective purchaser of a Star car, provided the prospect purchases a car by a given date. J. O. Booker is the sales manager of the company.

## Dealer Stages Parade

Business in the central part of Johnstown, Pa., was suspended and schools were dismissed the other day when 200 Ford cars, of all vintages, passed through the city. The big Ford parade was staged by the H. E. Wagner Motor Sales Company, Ford dealer, and was witnessed in the downtown section alone by a crowd estimated at 15,000 people. Prizes were given for the most unusual cars in line.

The procession followed the mayor and city council through streets lined on both sides by a curious throng. An old car from Arizona, minus top, fenders, lights and almost everything else, was one of the prize winners; another was one that was completely encrusted with an inch of mud. One of the first Ford cars ever built was in line.

Altogether, the stunt proved to be one of the best and most practical advertising methods ever tried by a Johnstown dealer.

## USES BALLOON AS AD FOR TIRES

James Wylam, Goodyear dealer, Lockport, N. Y., has purchased a seven-foot Goodyear balloon and is using it in a series of very novel advertising stunts. One especially that caused a lot of local comment was an ascension in which the balloon, lettered "Goodyear Balloon Tires," and "Jim Wylam, Lockport, N. Y.," was anchored 150 feet in the air atop the Palace Theater and carried a banner inscribed, "Charlie Chaplin in 'The Gold Rush'."

Naturally the tie-up with this popular screen star drew an unusual amount of attention and proved a very good advertisement for Mr. Wylam.

¶ Keeping informed of the latest in merchandising is the best business insurance.



## Personal Paragraphs

Los Angeles, Cal., Sept. 21.—F. L. Carley, for the past two years in charge of the merchandise and accessory department of Stanley W. Smith, Inc., Hudson-Essex dealers, has been made service manager of the downtown headquarters of the firm, according to an announcement by Stanley W. Smith, president.

Chicago, Sept. 21.—H. J. Johnson has been appointed temporary manager of the L. Markle Company branch at 6528 Cottage Grove Ave. He succeeds D. M. Kellogg. Mr. Johnson has been associated with the Markle company for several years in the sale of Rickenbacker and Rollin cars.

Chicago, Sept. 21.—Harry W. Cooper, who made history as a sprinter during the halcyon days of bicycle racing, is one of the most successful jobbers in automobile accessories in the West, with headquarters in this city. He has just taken on representation of the Pur-O-Lator oil purifying system.

Spartanburg, S. C., Sept. 21.—B. C. Finch, owner of the Spartan Motor Company, local Chrysler representative, has just returned from a week's stay in Detroit, where he visited the Chrysler factory.

Lockport, N. Y., Sept. 21.—Cliff Beers, sales manager of C. W. Beers & Son, local Chevrolet and Franklin dealers, has returned from a two weeks' tour of Eastern Canada, the New England States and the Adirondacks.

Los Angeles, Cal., Sept. 21.—Out of respect to C. E. Fisher, business manager of Stanley W. Smith, Inc., both the firm's Hollywood and downtown agencies were closed for several hours recently, at the time the funeral services were held for Mr. Fisher's youngest son.

San Pedro, Cal., Sept. 21.—Clark K. Cook, president of the Clark K.

Cook Company, Ford dealer here, has just returned from a week's vacation in the north.

Chicago, Sept. 21.—Joseph V. Lawrence, who grew up with automobile row as a member of H. Paulman & Co., is back from a vacation in northern Wisconsin with a 36-pound "muskie" which he captured.

San Pedro, Cal., Sept. 21.—Don Shortz, Chrysler dealer of this city, recently spent a week's vacation in San Francisco, where he took in the diamond jubilee.

Chicago, Sept. 21.—Officials and employees of the Standard Oil Company of Indiana braved a soggy course to compete in their annual golf tournament at Olympia Fields. The main prize winners were J. E. Casey, W. E. Bollreid, B. C. Hadowal, E. G. Stuber, W. E. Blodget and H. W. King. T. M. Bingham won the prize for golfers who never before swung a club.

White Plains, N. Y., Sept. 21.—Harry Mercer and George Coles of the Packard Westchester Company of White Plains attended a recent salesmen's conference at the Packard factory in Detroit.

## Dealer Doings

Los Angeles, Cal., Sept. 21.—H. B. Drollinger, who has been engaged in the automobile business for the past 15 years in this city, and who is a Star dealer at Pico and Main Streets, has opened a branch at 1705 West 7th St.

San Pedro, Cal., Sept. 21.—Tom Nolan, well-known automobile man of this city, has purchased the Paige-Jewett Company of San Pedro. Hardy and Nolan are now the new dealers for these cars.

Greenville, Pa., Sept. 21.—A. L. Davenny, owner of the Riverside Garage, has been made Chevrolet dealer here. Roy Stewart will be head salesman.

Los Angeles, Sept. 21.—Harold L. Arnold, Lincoln distributor, has installed in his tool room department a set of the famous Johanson gauges, the standard by which the United States Bureau of Standards sets all other standard gauges.

Hartford, Conn., Sept. 21.—Knight-Overland of Hartford, Inc., is now the name of the local Willys-Knight and Overland distributor, formerly known as the S. & M. Motor Corporation. The official personnel is not affected by the change in name. The company has moved to the new Buick Building at 80 Washington St. William Tall has taken over the management of the maintenance department. The change in location merges all departments, some of which have been isolated up to now.

Redwood Falls, Minn., Sept. 21.—Lee Hendricks won the \$125 cash first prize for high man in the sales contest of the Carley Motors, Inc., Ford dealers. During the contest, which began July 10, the company sold 58 new cars, 64 used cars, 7 trucks and 16 Fordsons.

Youngstown, O., Sept. 21 (U. T. P. S.).—The Logan-Wick Motor Company has opened a salesroom and service station at 1217 Wick Ave. The concern sells Lincoln motor cars. Beecher P. Highby is president.

Sandusky, O., Sept. 21.—George Muehlhauser, veteran auto dealer here, and for some years local Reo dealer, has announced that he is now also to be the Packard representative in the Sandusky territory.

## The Motor Budget

By GEORGE W. SUTTON, JR.

Over in Burlington, N. J., they're having a little gasoline price war, and motor fuel is down to 11 cents, so the roads from all directions are congested with the cars of motorists who come from miles around to get in on it. Darien, Connecticut's gas dealers, please copy.

This bard is facing two forthcoming excitements—the national 1925 air races and the annual automobile salon. He is on the publicity committee of the air races, which will be held next month on Staten Island, and he doubts very much if he will have recovered from a similar connection with the recent Gold Cup motor boat regatta sufficiently to give the sky contest a tumble. That's a bad word to use in connection with aviation, isn't it, that "tumble"?

But the annual hectivity of the salon is another matter. This will be the twenty-first of its kind, and will be held at the Hotel Commodore, New York, November 15 to 21, and at the Drake Hotel, Chicago, January 30 to February 5, coincident with the holding in that city of the second session of the National Automobile Show.

The salon exhibitors will include cars from France, Italy, Belgium, England, Germany and the United States, including the Amilcar and Renault from France, the Maybach and Mercedes from Germany, the Isotta Fraschini from Italy, the Minerva from Belgium, the Rolls-Royce from Derby, England; Springfield, Mass., and way stations, and the Brewster, Cunningham, Duesenberg, Cadillac, Franklin, Lincoln, Locomobile, Marmon, Packard, Pierce-Arrow and Wills-Sainte Claire. These will be shown by their makers.

Others by such illustrious body builders as Brunn of Buffalo, Derham of Philadelphia, Fleetwood, Brewster, De Causse, Dietrich, Fisher, Holbrook, Judkins, LeBaron, Locke, Merrimac, Rollston, Willoughby and Blue Ribbon.

Watch out for the new Chandlers at new low prices.

There will be some new Paiges and Jewetts out before show time.

My heavens! Another baseball player has actually bought an automobile instead of waiting for adoring fans to present it. It is Rogers Hornsby, manager and second baseman of the St. Louis Cardinals. His choice was a new Series 80 Pierce-Arrow coach. Gerald O. Patterson of the Australian Davis Cup tennis team has also invested in this model, his second of the Pierce-Arrow Series 80 line.

The stock broker who handles this bard's \$1.50 sends out a morning letter full of reactions, dope, guesses, speculations, hopes and fears. Here is a pithy sentence from this morning's masterpiece: "I still believe that the Fords will show up sooner or later as the real owners of the Hudson Motor Car Company."

## DAIRY CHIEF SAYS AUTO INEFFICIENT AS A COW

Minneapolis, Minn., Sept. 21.—The automobile is just as "inefficient" as a cow in the opinion of Dr. C. H. Eckles, chief of the division of dairy husbandry at the University of Minnesota farm.

"Mr. Ford charges the dairy cow with being an inefficient machine. As a matter of fact, the automobile has nothing on the dairy cow in this respect. I am told by engineers that with the automobile logging along under ordinary road conditions, only 15 per cent. of the actual power of the gasoline is used.

"Under the most favorable conditions the automobile engine actually uses from 20 to 25 per cent. of the real power of the gasoline. Poor cows return 15 per cent. of their feed in milk, while better cows return 25 per cent. of the energy of the feed for milk."

## Classified Advertising

A SMALL "want-ad" in these classified columns will help you get what you want at least expense and bother to yourself, and in the shortest possible time.

You can now, for the first time in the history of the industry, send your classified advertisement overnight to thousands of automotive trade prospects—with no waste circulation.

Don't wait weeks for results—take the "short-cut" to the men you want to reach. Follow the path of least expense and least worry.

Put your message in words and let AUTOMOTIVE DAILY NEWS be your biggest salesman.

### CLASSIFIED RATES

5c a word (per daily insertion)

If 6 consecutive insertions are used, the 6th insertion is free.

If 12 consecutive insertions are used, the 11th and 12th insertions are free. Minimum classified advertisement accepted, 12 words; if display type is used, 18 words. Maximum, as much as you like. Correct amount must accompany order or advertisement will not be inserted. Send cash, check, or money order to Automotive Daily News, 1926 Broadway, New York, N. Y.

### BUSINESS OPPORTUNITIES

WINSTON-SALEM, N. C. Carolina's largest city. The EVENING SENTINEL leads all Carolina cities in AUDITED HOME CIRCULATION. Trade information gladly furnished the National Advertiser. The TWIN CITY SENTINEL, Winston-Salem, N. C.

HERE'S an idea for some live service station—Why not hook up with a "wide awake" partner with capital, and run a chain of dealer and service stations? A classified ad will help you find the right kind of partner.

THE ADVERTISEMENT below contains 50 words, and at 5c a word will cost you \$2.50.

6 consecutive insertions, the sixth insertion free, will cost \$13.50. 12 insertions, the 11th and 12th insertions being free, will cost \$55.

EXPERIENCED automotive electrician wants form active client partnership with live car dealer, tire dealer or garageman; will go anywhere; have all capital needed; what I want is to meet the right man; if you are turning electrical business away, here's a chance to "cash in" on it. Address: Box No. X, Y. Z., Automotive Daily News.

### SITUATIONS WANTED

THE AUTOMOTIVE DAILY NEWS reaches the important executives every day. It is the best medium for you to use when you desire to make a change or find a new connection without loss of time to yourself.

## Incorporations

Austin, Sept. 21 (U. T. P. S.).—Texas incorporation papers have been granted to:—

Andrus Motors, Inc., Beaumont; \$30,000; Tom Andrus, Glenn D. Haines and C. D. Smith. Kendall Motor Company, Van Alstyne; \$15,000; William Fleming, R. A. Elliott and W. H. Kendall.

Trenton, Sept. 21.—New incorporations in New Jersey include:—Locomobile Company, 34 West Hanover St., Trenton; \$25,000; William B. John, Rudolph K. Ribsam and Thomas E. Larsen.

B. & G. Service Station, Inc., care Sol J. Berger, 162 Claremont Ave., Jersey City; \$125,000; service station; Max Brown and others. Elizabeth Overland Knight Company, care Newton A. Barnett, 276 North Broad St., Elizabeth; \$50,000; automobiles.

Triangle Motor Corporation, care Robert F. Hohenstein, Jr., Westfield, N. J.; \$425,000; motor cars.

F. & R. Motors, care Eisenberg & Halpin, attorneys, 665 Newark Ave., Jersey City; \$50,000; automobiles; Ed F. Frelond and others.

Springfield, Sept. 21.—New Illinois incorporations include:—Danville-Reo Coach Company, 108 South La Salle St., Chicago; \$150,000; operate, own, buy and sell motor coaches, motor vehicles, etc.; Werner W. Schroeder, Paul O. Ditter and Clarence Eldridge.

St. Paul, Sept. 21.—Minnesota incorporations include:—Holt Motor Company, 1301 Hennepin Ave., Minneapolis; \$100,000; automobiles; C. L. Holt and others. Cleveland Heine Company, 114 North 17th St., Minneapolis; \$50,000; automobiles and supplies; concern.

### SITUATIONS WANTED

EXPERIENCED MECHANIC wants employment in service station or up-to-date garage in New York metropolitan district; familiar with all makes of cars; steady, reliable. Address Box No. 33, Automotive Daily News.

### FOR SALE

MODEL R storming machine; good as new. Address: Wisconsin, Box 39, Automotive Daily News.

### MATERIALS

YOUR CLASSIFIED advertisement here will reach daily the industry's largest purchasers of raw materials—cotton, crude rubber, chemicals, glass, hair, all kinds of metals, upholstery, and factory equipment and supplies.

### PARTS

WE HAVE an exclusive jobbers' proposition for the only complete standard line of water circulating pumps. A style to fit every purse. Every boiling Ford a prospect. Jobbers write for catalog and proposition. Address Box No. 8, Automotive Daily News.

### EQUIPMENT

RADIATOR COVERS will soon be needed by every car owner. Write us for money making proposition. Address Box No. 19, Automotive Daily News.

000; automobiles and supplies; concern. Oldsmobile St. Paul Company, St. Paul; \$50,000; automobiles; Howard Hall, 1210 11th St. South, Minneapolis, and others.

Jefferson City, Sept. 21.—New automotive concerns incorporated in Missouri are:—Protective Tube and Tire Company, 1131 South Broadway, St. Louis; \$55,000; tires; Albert Kobermann and others.

Roch-Marsh Motor Company, Kirksville; \$26,000; automobiles and accessories; A. R. Roach and others.

North Main Street Garage, Cape Girardeau; \$50,000; garage.

Salem, Sept. 21.—Oregon incorporation papers have been granted to G. B. Pendergrass, Inc., First National Bank Building, Portland; \$10,000; automobiles.

Charleston, Sept. 21.—A West Virginia incorporation is that of the Nash-Ajax Motor Sales Company, Huntington; \$25,000; automobiles; care J. M. Rigg, Coast Exchange Building.

Decatur, Ill., Sept. 21.—The catur-Washington Auto Sales Company, with capital of \$10,000, by Jacob Roth, William Rinkberger and George Rinkberger.

## Bankruptcies

Des Moines, Ia., Sept. 21 (U. T. P. S.).—A voluntary petition in bankruptcy has been filed by Robert L. Winters, owner of a garage at 8th Street and Keosauqua, who also operates a repair shop. Liabilities are listed at \$4,029 and assets at \$559.

## Improvements

Norwich, Conn., Sept. 21.—The Jordan Automobile Company announces that their service station has been moved to its new location on Main Street, directly at the Preston end of Preston Bridge, Norwich. The building has been entirely remodeled and has modern up-to-date repair shops, service station and salesrooms. The stock of parts and supplies occupies a special department.

Redwood Falls, Minn., Sept. 21.—Work of remodeling the old Arnett & Hammer Garage for use as a Buick distributing agency for half a dozen counties has been begun. The Pugh & Imes Buick Company will occupy the building.

Carrington, N. D., Sept. 21 (U. T. P. S.).—The Kunkel Motor Company plans construction of a brick and tile garage, 50 by 140 feet, to be completed by December.

Springfield, Mass., Sept. 21 (U. T. P. S.).—Williams Motor Sales Company, Dodge distributor and dealer, will soon erect a new building for its used car business on Main Street. Under the policy pursued for years by this company, its used car business is run entirely separate from new car sales.

Cedar Falls, Ia., Sept. 21.—C. R. Boslough & Son, Chevrolet sales and service station, have moved from 210 West 3d St., where their business was established last December, to a new and modern garage at 2d and Washington Streets.

Pensacola, Fla., Sept. 21.—The Muldon Motor Company, Ford dealer, has made a 150 by 50 feet addition to its building, with a second floor for storage purposes.